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Major Project

BBA 314

BBA 6th Semester

A STUDY ON CUSTOMER SATISFACTION ON MARUTI SUZUKI AND DEALERS

Submitted in partial fulfillment of the requirements for
the award of the degree of

Bachelor of Business Administration

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:
MS. RUCHI MALHOTRA

Submitted by:
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GITARATTAN INTERNATIONAL BUSINESS SCHOOL
DELHI-110085

Batch (2021-2024)

CERTIFICATE

I, Mr./Ms. SARTHAK CHAUHAN, Roll No. 07680001721 certify that the Major Project Report/Dissertation (BBA-314) entitled "**A STUDY ON CUSTOMER SATISFACTION ON MARUTI SUZUKI AND DEALERS**" is completed by me and it is an authentic work carried out by me at **GITARATTAN INTERNATIONAL BUSINESS SCHOOL .** The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student Date:

Certified that the Major Project Report/Dissertation (BBA-314) entitled **" A STUDY ON CUSTOMER SATISFACTION ON MARUTI SUZUKI AND DEALERS"** done by Mr./Ms**., MS. RUCHI MALHOTRA** , Roll No. **07680001721**, is completed under my guidance.

Signature of the Guide:
Date:
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Director/Project Coordinator

ACKNOWLEDGEMENT

I would like to take an opportunity to thank all the people who helped me in collecting necessary information and making of the report. I am grateful to all of them for their time, energy and wisdom.

First of all, I would like to send my sincere thanks to **MS. RUCHI MALHOTRA** for his helpful hand in the completion of my project. Getting a project ready requires the work and effort of many people. I would like all those who have contributed in completing this project.

SARTHAK CHAUHAN

BBA

EXECUTIVE SUMMARY

The project titled "**A STUDY ON CUSTOMER SATISFACTION ON MARUTI SUZUKI AND DEALERS.**

It was in 1970 that Sanjay Gandhi envisioned the manufacture of MARUTI which is known popularly as the people's car it is MARUTI which is known to give wheels to the nation. The first car of MARUTI was rolled out on Dec. 14, 1983 after s collaboration with Suzuki motors.

Satisfaction is a person's feeling of pleasure or disappointment resulting from a comparing perceived performance in relation to his or her expectation.

If the performance falls short of expectation, the consumer is dissatisfied. If the performance matches the expectations, he consumer is satisfied. If the performance exceeds expectation, the customer is highly satisfied or delighted.

In today's competitive scenario firms consistently tries to satisfy his existing customer to get more customers in every regards. To meet the desired expectation of customers companies has to look around all aspects of products services and of course market condition, otherwise they may be out of the race. Automobile industry has the same co competitiveness and every firm in the industry is consistently working for enhancing their product and services.

The study widely concentrates on the level of satisfaction amongst customers for which I did Exploratory Research to check the satisfaction level amongst the customers of MARUTI as the popular punchline also says "Count On Us."

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a **customer's** expectation. **Customer satisfaction** is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

"Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability.... These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of mouth marketing, which is both free and highly effective."

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LIST OF ABBREVIATIONS

S No	Abbreviated Name	Full Name
1	**CRM**	**Customer Relationship Management**
2	**CS**	**Customer Satisfaction**

CHAPTER-1

INTRODUCTION

1.1 Introduction to Maruti Suzuki

MARUTI Suzuki India Limited, formerly known as **MARUTI UDYOG Limited**, is an automobile manufacturer in India. It is a subsidiary of Japanese automobile and motorcycle manufacturer Suzuki Motor Corporation. As of January 2016, it had a market share of 47% of the Indian passenger car market. MARUTI Suzuki manufactures and sells popular cars such as the **Ertiga, Alto, Swift, Zen, Celerio, Swift-DZire,SX4 and** Omni. The company is headquartered at New Delhi. In February 2012, the company sold its ten millionth vehicles in India.

It is a type of public company is deal in Automotive, earlier their name was MARUTI UDYOG Limited.

It was founded in 1981, its headquarters in New Delhi, India. Their key people R.C.
Bhargava (chairman), Kenichi Ayukawa (Managing Director & CEO).

Their product line is in automobiles. Net income Rs.4, 630.90 crore (US$690 million) (2016)

Number of employees working in the organization are 12,900 (2015), their parent company name is Suzuki Motor Corporation.The slogan of MARUTI Suzuki is **“WAY OF LIFE”.**

The automotive industry is at the center of India’s new global dynamic. The domestic market expanding rapidly as incomes rise and consumer credit becomes more widely available.

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1.2 EVOLUTION OF MARUTI SUZUKI

HISTORY

MARUTI UDYOG Limited was established in February 1981, though the actual production commenced only in 1983. It started with the MARUTI 800, based on the Suzuki Alto kei car which at the time was the only modern car available in India. Its only competitors were the Hindustan Ambassador and Premier PADMINI. Originally, 74% of the company was owned by the Indian government, and 26% by Suzuki of Japan. As of May 2007, the government of India sold its complete share to Indian financial institutions and no longer has any stake in MARUTI UDYOG.

In 1970, Sanjay Gandhi the son of Indira Gandhi envisioned the manufacture of an indigenous, cost effective, low maintenance compact car for the Indian middle class.

Indira Gandhi's cabinet passed a unanimous resolution for the development and production of a people's car. Sanjay Gandhi's company was christened MARUTI limited. The name of the car was chosen after a Hindu deity named MARUTI Ltd. That time Hindustan Motors' Ambassador was the chief car and the company had come out with a new entrant the premier PADMINI that worked slowly gaining a part of the market share dominated by the ambassador.

For the next ten years the Indian car market had stagnated at a volume of 30,000 to 40,000 cars for the decade ending 1983. Sanjay Gandhi was awarded the exclusive contract and license to design, develop and manufacture the "People's Car."

These exclusive rights of production generated some criticism in certain quarters, which was directly targeted at Indira Gandhi. Over the next few years the company was side lined to Bangladesh liberation war and emergency. In the early days under the powerful patronage of Sanjay Gandhi the company was provided with free land, tax breaks and funds. Till the end of 1970 the company had not started the production and a prototype test model was welcomed with criticism and scepticism.

The company went into liquidation IN 1977. The media perceived it to be another area of growing corruption. Unfortunately MARUTI's started to fly only after the death of Sanjay Gandhi, when Suzuki motors joined the government of India as a joint venture partnered with 50% share. After his death Indira Gandhi decided that the project should not be allowed to die.

MARUTI's entered into this collaboration with Suzuki motors. The collaboration heralded a revolution in the Indian car industry by producing the MARUTI- 800. It created a record of taking 13 months time to go from design to rolling out cars from a production line. The production of Maruti-800 in 1983 marked the beginning of a revolution in the Indian automobile industry. It brought in the latest technology of that time more fuel efficiency and lower prices that led to the creation of a huge market for all car segments as the Indian, middle class grew in size. This in turn brought in more players in this segment.

A number of auxiliary car parts making units were set up as more car manufacturers realized it was more cost effective to make their car parts in India rather than importing them.

MARUTI's major influence was in helping the component industry in the country because of its emphasis on localization and indigenization. As in the beginning that sector hadn't grown much MARUTI's had to start dozens of joint ventures with Indian entrepreneurs.

It also brought in better methods of financing that allowed more people who given their income levels could not afford to buy a car on their own, to buy cars. It still remains the leader not only in the terms of market share but also in customer satisfaction surveys. It has consistently topped J.D. power quality surveys, including 2005.

By the year 1993 the company had sold 1, 96,820 cars. By March 1994 it produced 1 million vehicles becoming the first Indian company to cross the 2 million mark in October, 1997 and rolled out 4 millionth vehicles as Alto-LX .Then it introduced Wagon-R followed by Swift.
Swift has been a great success in the market .In 2007 MARUTI came up with SX4 and GRAND VITARA.

PRODUCTION MILESTONES

- ✓ 1st vehicle produced, December 1983
- ✓ 1,00,000 vehicles produced by August, 1986
- ✓ 5,00,000 vehicles produced by June, 1990
- ✓ 1st vehicle produced, December 1983
- ✓ 1,00,000 vehicles produced by August, 1986
- ✓ 5,00,000 vehicles produced by June, 1990
- ✓ 10,00,000 vehicles produced by March, 1994
- ✓ 15,00,000 vehicles produced by April, 1996
- ✓ 20,00,000 vehicles produced by October, 1997
- ✓ 25,00,000 vehicles produced by March, 1999
- ✓ 30,00,000 vehicles produced by June, 2000
- ✓ 35,00,000 vehicles produced by December 2001
- ✓ 40,00,000 vehicles produced by April, 2003
- ✓ 45,00,000 vehicles produced by April, 2004

CURRENT SCENARIO

Being present in India for over three decades, the country is now the second most important market for the parent company. Over the next three years, SUZUKI is planning to launch 16 new vehicles in Japan; India will see 14 new vehicles from the Suzuki stable while Europe and China will see only seven each. MARUTI SUZUKI was expected to play an important role in the company's expansion plan in West Asia and Africa. But this was before the present deal was announced.

There were expectations earlier that the parent company would increase its stake in MARUTI SUZUKI from the existing levels of around 56 per cent. But with the setting up of a 100 per cent subsidiary for manufacturing, it is unlikely that

SUZUKI would be keen in increasing its stake. This is a negative for those who were trading the stock for such an eventuality.

As a business decision it boils down to the return the parent company will get by investing in a green field project as compared to increasing its stake in the listed entity. MARUTI SUZUKI currently trades near its all-time high level and is giving a dividend yield of less than 0.5 per cent. For SUZUKI capital appreciation is not a choice as it will not be selling or reducing its stake. Thus investment in the listed entity is barely giving any returns to the parent at current valuations. The only other choice is to create a parallel manufacturing-set-up.

MARUTI Suzuki's Chairman RC Bhargava argues than the green field project is beneficial for the company as it would not have to sacrifice returns during the gestation period of five years. According to him, return on capital from the Gujarat car unit will be around 17 per cent, which is what the company is enjoying at present.

The Gujarat plant would need a capital expenditure of around Rs3,000 crore, which MARUTI SUZUKI could have easily managed given its Rs7,500 crore cash level. According to Bhargava, MARUTI will be free to use the Rs3,000 crore to expand its marketing set-up. But the company has invested close to Rs5,300 crore in mutual funds, which no one is stopping it to invest in marketing. Also, the long term steady return of 17 per cent that MARUTI could have received if it would have set up the project is any day better than the uncertain returns on its mutual funds investment, even if we take the gestation period into account.

CHAPTER-2

LITERATURE REVIEW

<u>CUSTOMER SATISFACTION</u>

2.1 <u>Introduction:-</u>

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a **customer's** expectation.

Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

2.2 <u>Various Definitions:-</u>

The degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers.

Kotler (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations".

According to Hansemark and Albinsson (2004), "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some need, goal or desire".

Hoyer and MacInnis (2001) said that satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight. There are many factors that affect customer satisfaction.

According to Hokanson (1995), these factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service.

FACTORS THAT AFFECTS

2.3 Purpose:-

"Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:"

1. "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."

2. "Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

CUSTOMER SATISFACTION

On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) "Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction."

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Includes the methodologies, technology and capabilities that help an enterprise manage customer relationships. The general purpose of CRM is to enable organizations to better manage their customers through the introduction of reliable systems, processes and procedures.

IMPLEMENTING CRM

Customer Relationship Management is a corporate level strategy which focuses on creating and maintaining lasting relationships with its customers.

Although there are several commercial CRM software.

Packages on the market which support CRM strategy, it is not a technology itself. Rather, a holistic change in an organisation's philosophy which places emphasis on the customer.

* Management at MARUTI believes that a successful CRM strategy cannot be implemented by simply installing and integrating a software package and will not happen overnight. Changes must occur at all levels including policies and processes, front of house customer service, employee training, marketing, systems and information management; all aspects of the business must be reshaped to be customer driven.

To be effective, the CRM process has been integrated with end-to-end across marketing, sales, and customer service.

The objectives of CRM at MARUTI :-

* To Identify customer success factors
* To Create a customer-based culture
* To Adopt customer-based measures
* To Develop an end-to-end process to serve customers
* To Recommend what questions to ask to help a customer solve a problem.
* To Recommend what to tell a customer with a complaint about a purchase
* To Track all aspects of selling to customers and prospects as well as customer support.

CHAPTER-3

DATA PRESENTATION & ANALYSIS

DATA ANALYSIS

Data analysis is a process of inspecting, cleaning, transforming and modeling of data with the objective of highlighting the useful information, suggestion, conclusion and supporting decision making. Data analysis has multiple facts and approaches, encompassing diverse techniques under variety of names, in different business, science and social science domains.

In this study, after the collection of data, the data analysis was done in which tables were used.

DATA INTERPRETATION

Interpretation refers to the task of drawing inferences from the collected facts and after an analytical or experimental study. The factors that have been observed in the course of study can be better understood through interpretation and also it provides a theoretical conception which can serve as a guide for future studies.

3.1 PERCENTAGE ANALYSIS

Table 3.1.1: Gender of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Male	76	58.8
2	Female	51	40.2
3	Other	0	0.00
	TOTAL	**127**	**100.00**

Source: Primary data

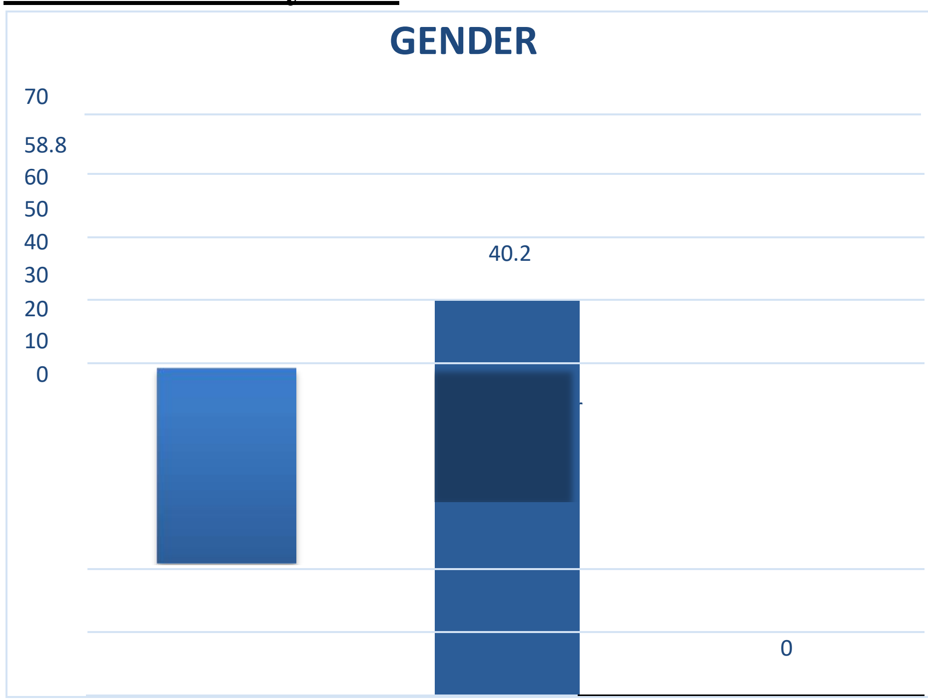


Chart 3.1.1: Gender of the respondents Interpretation

From the above tables it is interpreted that the number of male respondent is 58.8 % and female respondent is 40.2%

Inference

Majority (58.8 %) of the respondents are Male

Table 3.1.2: Age of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	18 to 27	123	96.8
2	28 to 35	4	3.2
3	35 to 45	0	0
	TOTAL	**127**	**100.00**

Source: Primary data

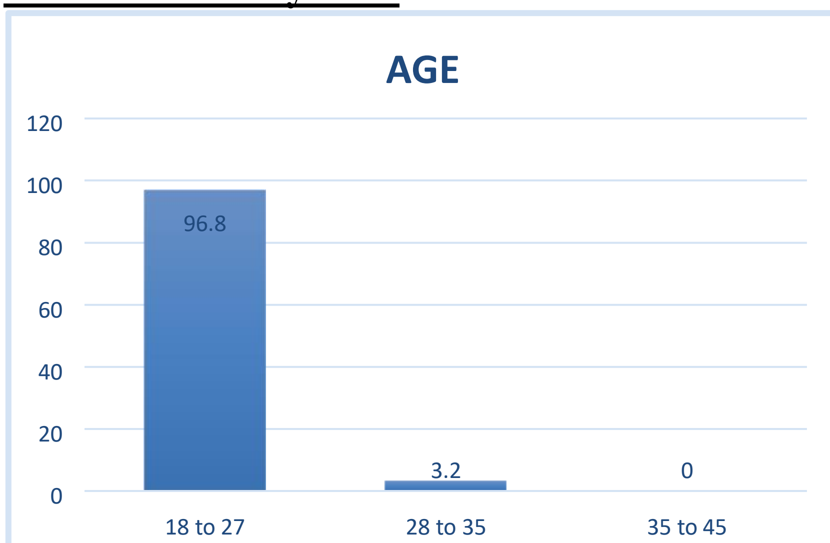


Chart 3.1.2 : Age of the respondents Interpretation

From the above table it is interpreted that the number of respondents between 18 to27 age of respondents are 96.8%, between 27 to 35 age of respondents are 3.2%, between 35to 45age of respondents are 0.

Inference

Majority (96.8) of the respondents are age between 18 to 27 years

Table 3.1.3: Educational Qualification of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	SSLC	0	0
2	HSC	12	9.5
3	UG	100	78.7
4	PG	15	11.8
	TOTAL	**127**	**100.00**

Source : Primary data

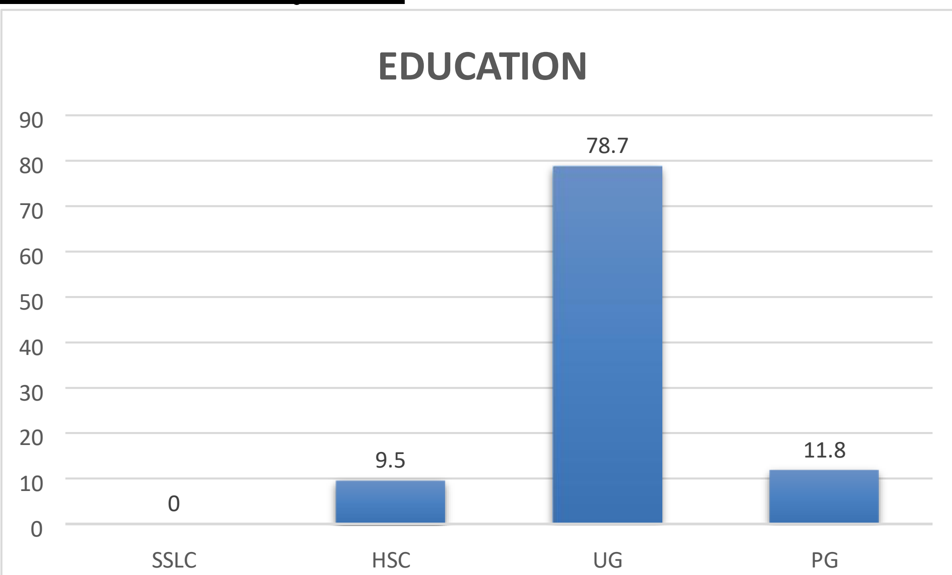


Chart 3.1.3 : Qualification of the respondents Interpretation

From the above table it is interpreted that the number of respondents SSLC is 0, HSC is 9.5 %, UG is 78.7%, PG is 11.8%.

Inference

Majority (78.7%) of the respondents are UG.

Table 3.1.4: Model in Maruthi Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Alto 8	18	14.2
2	Ertiga	19	14.9
3	Shift	90	70.9
	Total	**127**	**100**

Source : Primary data

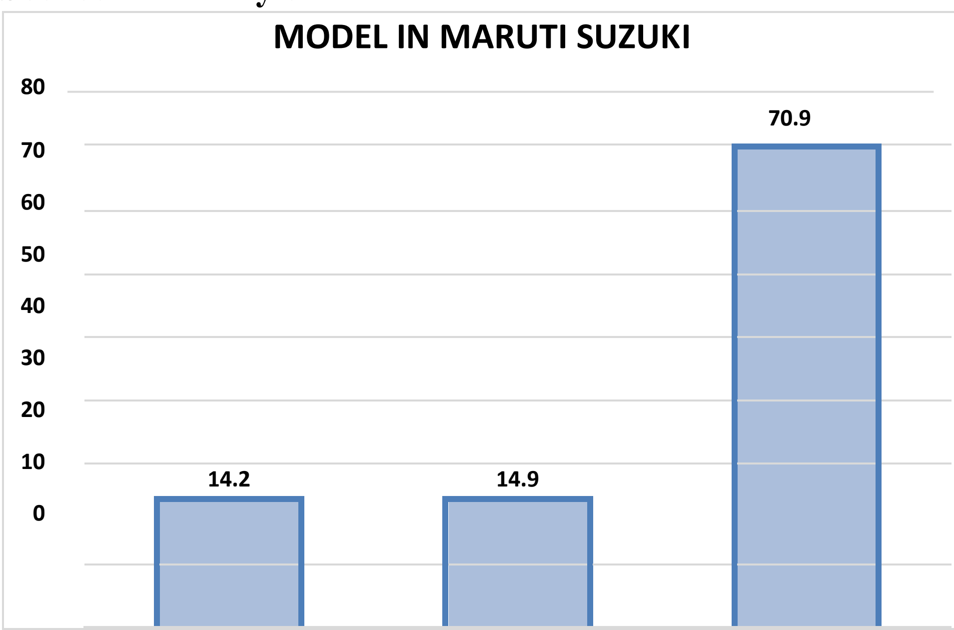


Chart 3.1.4 : Model in Maruthi Suzuki of the respondent

Interpretation

From the above table it is interpreted that the number of respondents Alto is 14.2,Ertiga is 14.9 %, Shift is 70.9 %.

Inference

Majority (70.9%) of the respondents are Shift .

Table 3.1.5: Variant purchase car in Maruthi Suzuki of the

respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Gas	14	11.2
2	Diesel	65	51.1
3	Petrol	48	37.7
	Total	**127**	**100.00**

Source : Primary data

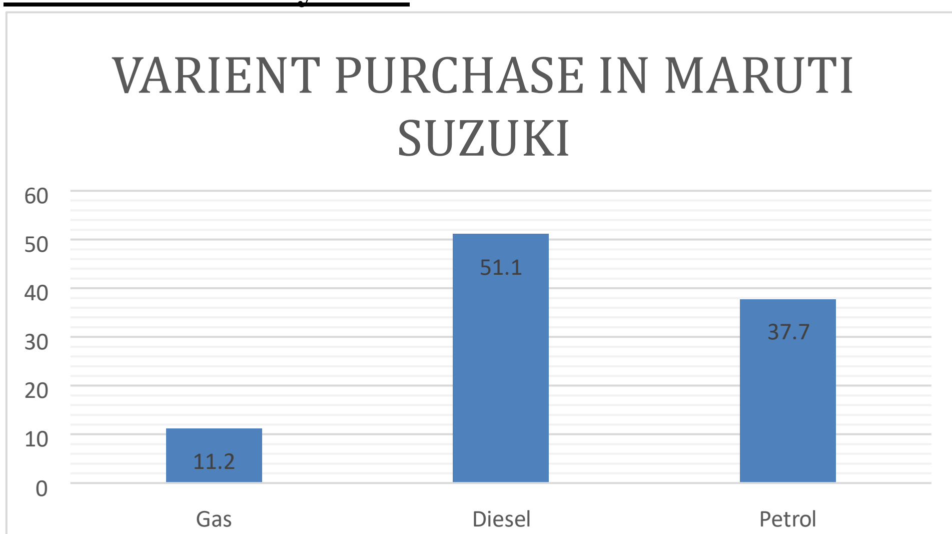


Chart 3.1.5 :Variant purchase car in Maruthi Suzuki of the respondents Interpretation

From the above table it is interpreted that the number of respondents Gas is 11.2 %,Diesel is 51.1%,Petrol is37.7 %.

Table 3.1.6 :Favorite car in Maruthi Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	A Star	9	7.1
2	Ertiga	24	18.8
3	Shift	71	55.9
4	Alto	23	18.2
	Total	**127**	**100.00**

Source : Primary data

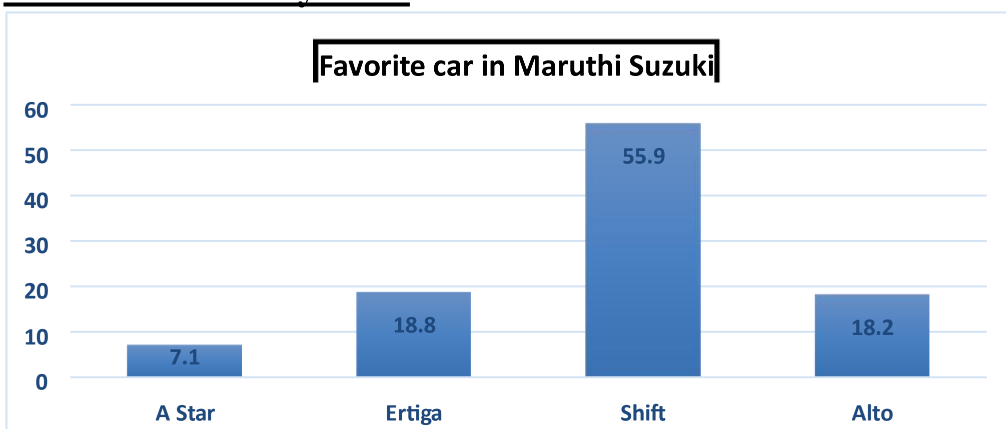


Chart 3.1.6 :Favorite car in Maruthi Suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents A Star is 7.1 , Ertiga is 18.8 %,Shift is 55.9%, Alto is18.2 %. 55.9%) of the respondents are Shift.

Table 3.1.7:Opinion about price of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Reason	53	41.7
2	low	28	22.1
3	High	46	36.2
	Total	**127**	**100.00**

Source : Primary data

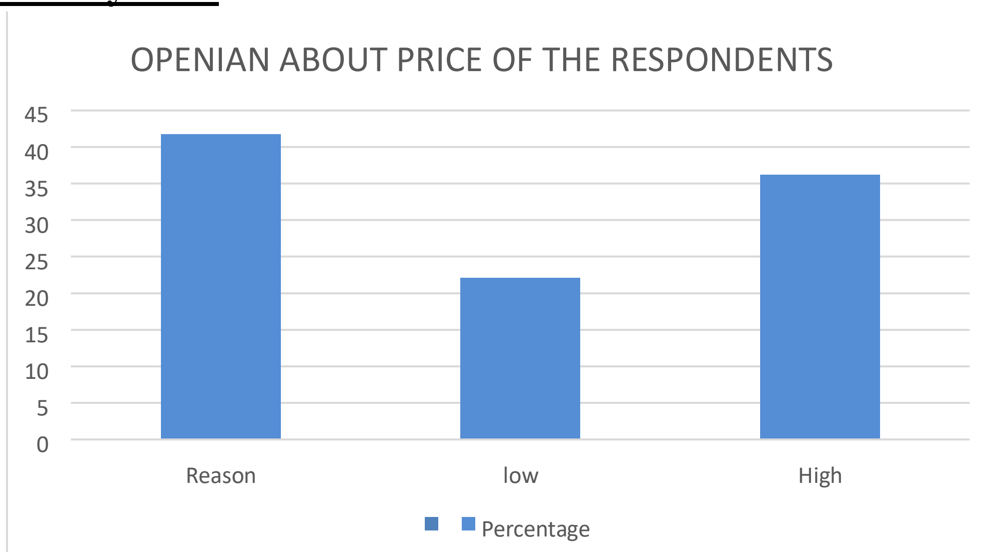


Chart 3.1.7:Opinion about price of the respondents Interpretation

From the above table it is interpreted that the number of respondents Reason is41.7% , Low is 22.1 %, High is 36.7 41.7%) of the respondents are Reason .

3.1.8 :Opinion about price for spare parts in Maruthi Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Low	15	11.8
2	Reason	68	53.6
3	High	44	34.6
	Total	**127**	**100.00**

Source : Primary data

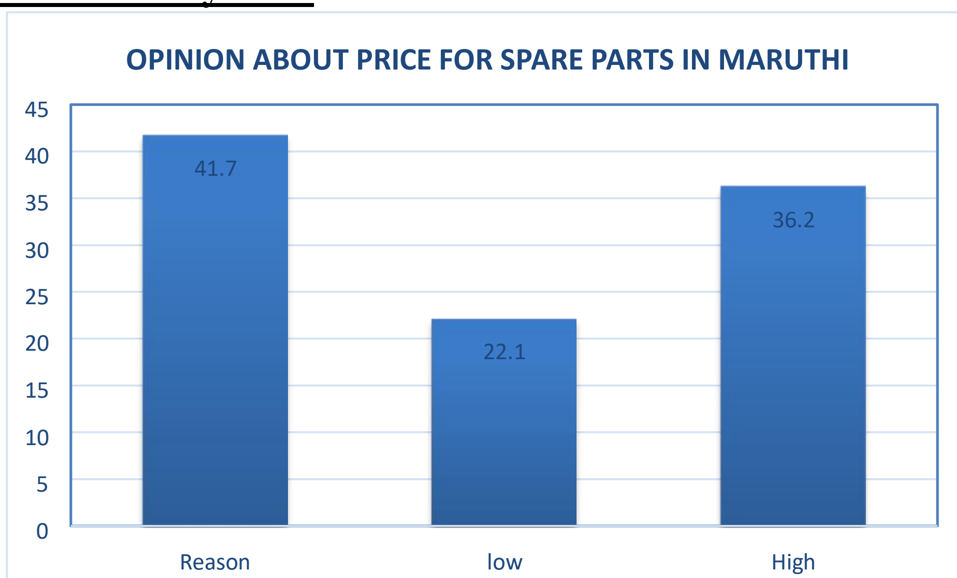


Chart 3.1.8 :Opinion about price for spare parts in Maruthi Suzuki of the respondents Interpretation

From the above table it is interpreted that the number of respondents Low is11.8%,Reason is 53.5%, High is 34.6 %.

3.1.9: First preference to buying a Maruthi Suzuki car of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Good faculty	34	26.7
2	Better milage	38	30
3	Good design	44	34.7
4	Price	11	8.6
	Total	**127**	**100**

Source : Primary data

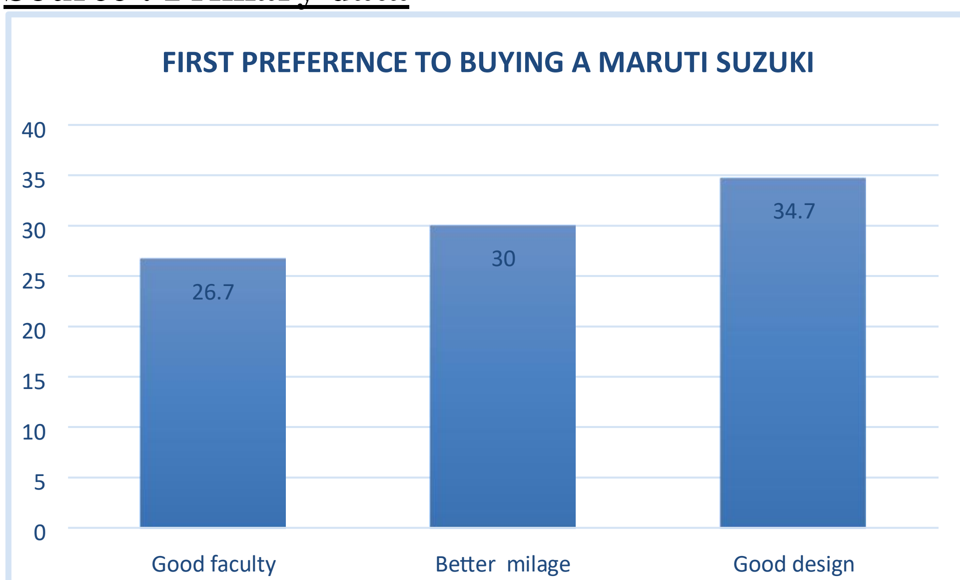


Chart 3.1.9:First preference to buying a Maruthi Suzuki car of the respondents Interpretation

From the above table it is interpreted that the number of respondents Good faculty is 26.7,Better milage is 30 %, Good design is34.7 %,Price is 8.6%.

Inference 34.7%) of the respondents are Good design.

Table3.1.10:Favorite color in Maruthi Suzuki cars of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Blue	23	18.2
2	Red	18	14.2
3	Black	52	40.9
4	White	34	26.7
	Total	**127**	**100.00**

Source : Primary data

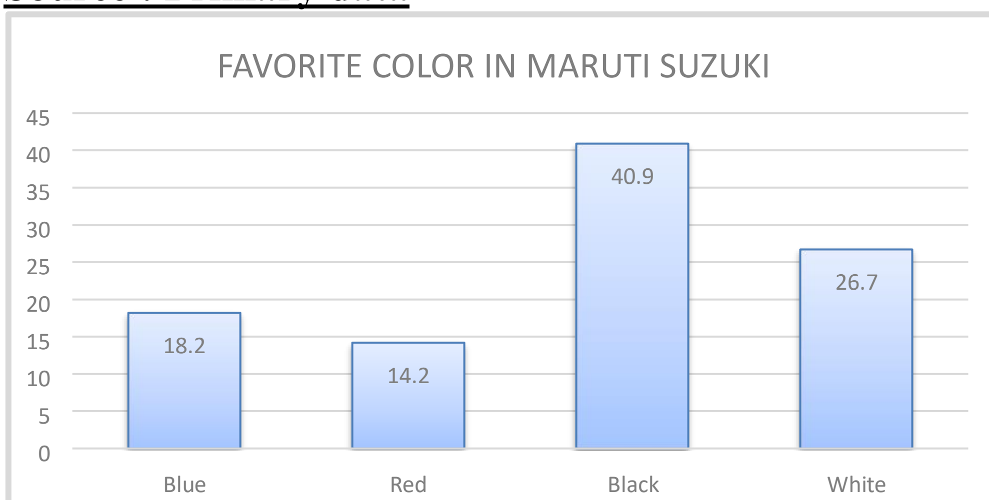


Chart 3.1.10:Favorite color in Maruthi Suzuki cars of the respondents Interpretation

From the above table it is interpreted that the number of respondents Blue is 18.1% , Red is 14.2 %,Black is 40.9 %,White is 26.7 %.

Inference Majority (40.9%) of the respondents are Black.

Table 3.1.11 : Expecting kind of changes in Maruti Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Reduce price	19	14.9
2	Change in design	15	11.8
3	Increase mileage	41	32.2
4	New facility	52	41.1
	Total	**127**	**100.00**

Source : Primary data

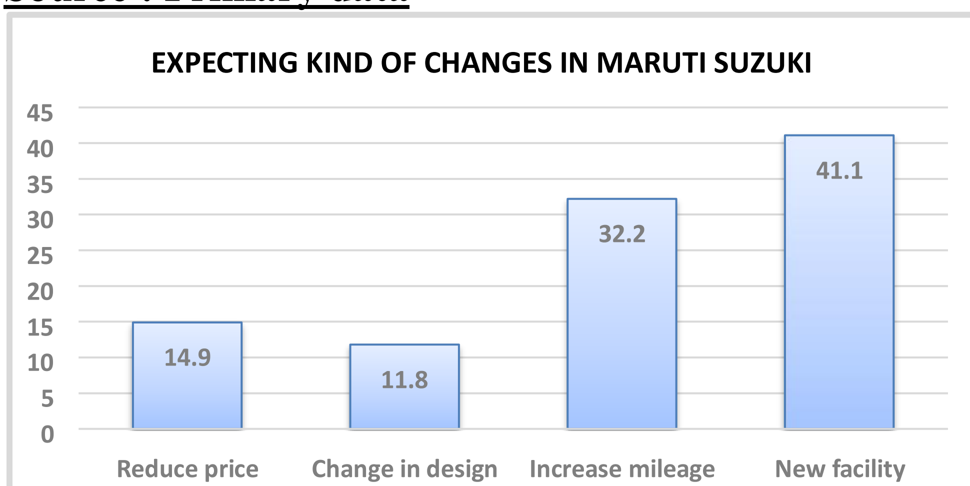


Chart 3.1.11 : Expecting kind of changes in Maruti Suzuki of the respondents Interpretation

From the above table it is interpreted that the number of respondents Reduce price is 14.9, Change in design is11.8 %, Increase mileage is 32.2 %, New facility is 41.1 %.

Inference

Majority (41.1%) of the respondents are New facility .

Table 3.1.12 :Long using in Maruti Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	16 Above	18	14.1
2	11 - 15	18	14.1
3	6 - 10	31	24.5
4	1 - 5	60	47.3
	Total	**127**	**100.00**

Source : Primary data

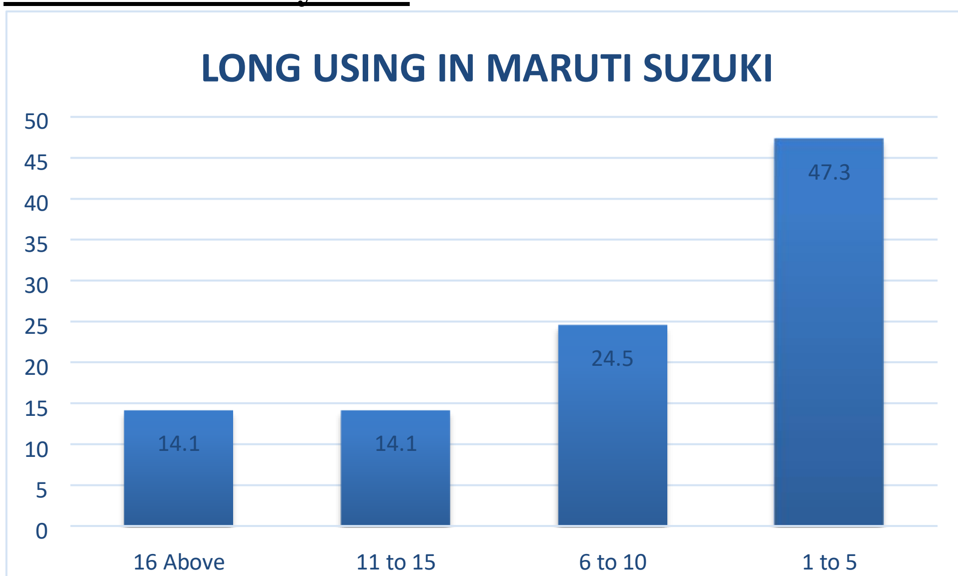


Chart 3.1. 12 :Long using in Maruti Suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents 16 Above is 14.1 , 11 - 15 is 14.1 %, 6 -10 is24.5 %,1 -5 is 47.3%.

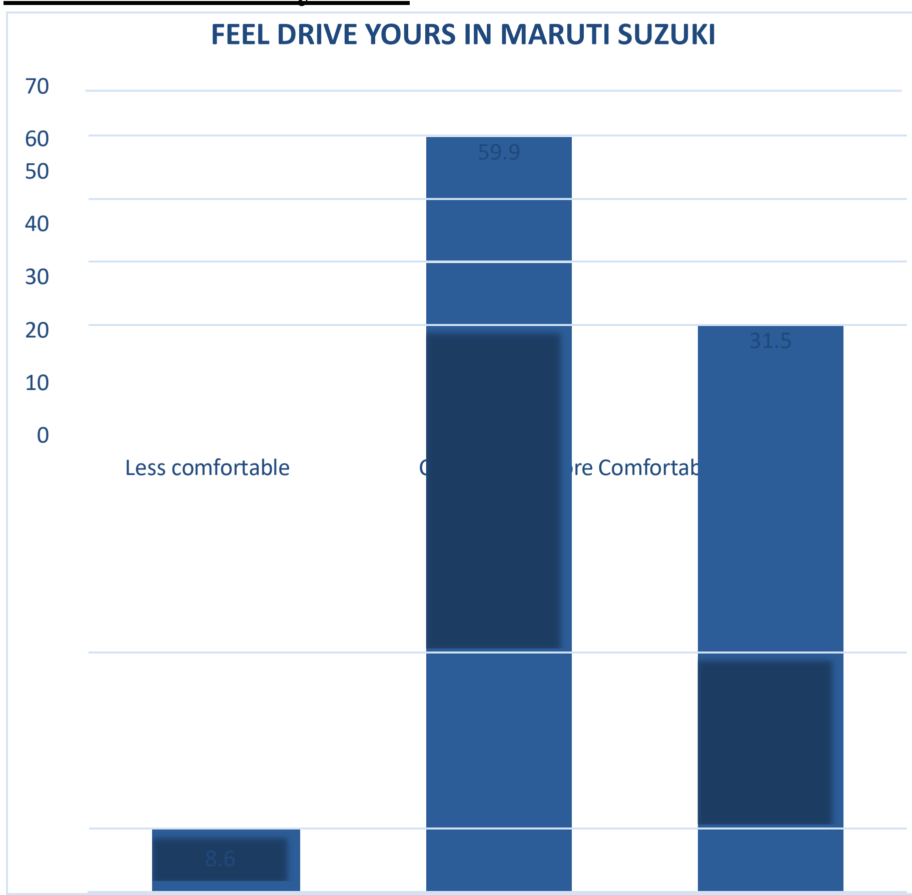
Inference

Majority (47.3%) of the respondents are 1 - 5 .

Table 3.1.13 : Feel drive yours in Maruti suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Less comfortable	11	8.6
2	Comfortable	76	59.9
3	More Comfortable	40	31.5
	Total	**127**	**100.00**

Source : Primary data



Inference

Majority 59.9(%) of the respondents are comfortable.

Table3.1.14 : Reason for choice in Maruti suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Price	11	8.6
2	Mileage	48	37.8
3	Brand	68	53.6
	Total	**127**	**100.00**

Source : Primary data

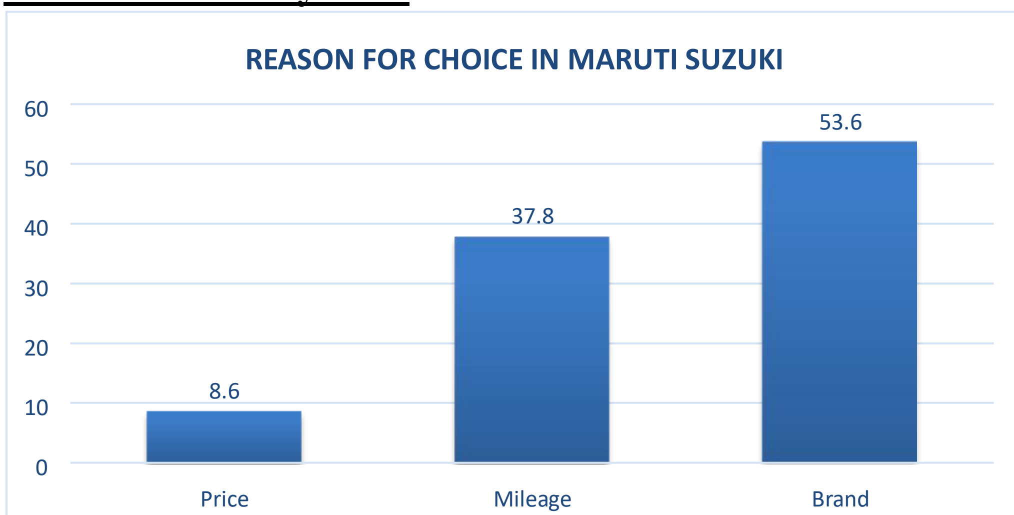


Chart 3.1.14 : Reason for choice in Maruti suzuki of the respondents Interpretation

From the above table it is interpreted that the number of respondents Price is8.6 % Mileage ,is 37.8 %, Brand is53.6% .

Inference

Majority (53.6%) of the respondents are Brand .

Table 3.1.15 :Your second choice company apart from buying Maruti suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Mahindra	32	25.1
2	Tata	50	39.4
3	Ford	45	35.5
	Total	**127**	**100**

Source : Primary data

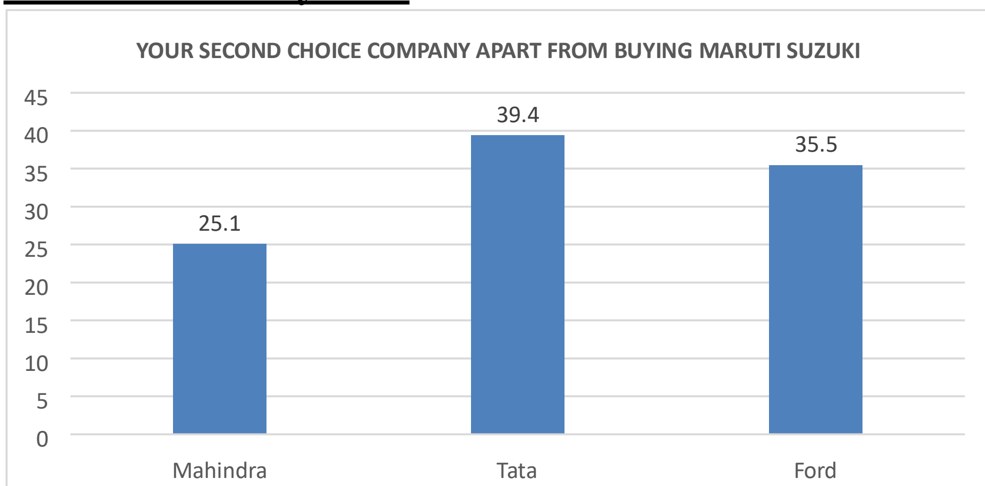


Chart 3.1.15 :Your second choice company apart from buying Maruti suzuki of the respondents Interpretation

From the above table it is interpreted that the number of respondents Mahindran is25.1%,Tata is39.4, Ford is 35.5% .

Inference

Majority (39.4%) of the respondents are Tata.

Table3.1.16 : Promotional media is influencing to buy Maruti suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Broad casting	33	25.9
2	Word of mouth	37	29.2
3	Publication	57	44.9
	Total	**127**	**100.00**

Source : Primary data

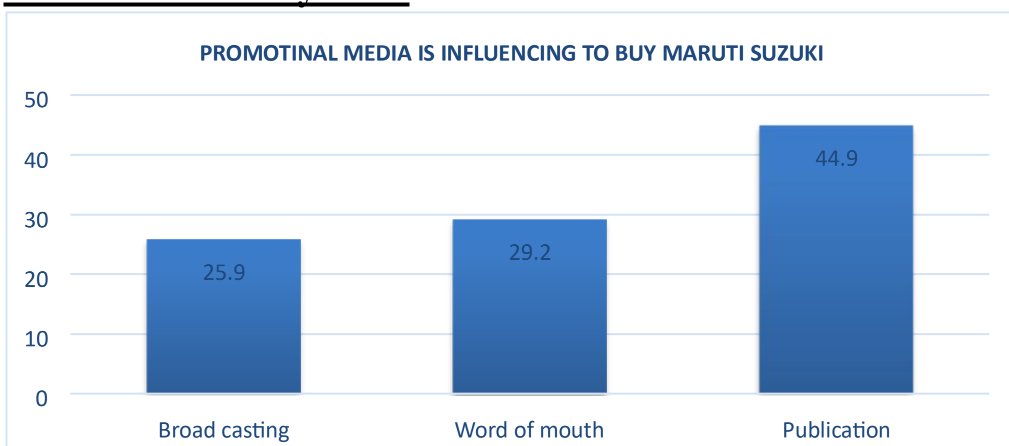


Chart 3.1.16 : Promotinal media is influencing to buy Maruti suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Broad casting is 25.9%, Word of mouth is29.2%, Publication is 44.9 % .

Inference

Majority (44.9%) of the respondents are Publication.

Table3.1.17 The qualities have to include in new cars of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Good design	51	40.2
2	Good facility	46	36.2
3	Better mileage	30	23.6
	Total	**127**	**100.00**

Source : Primary data

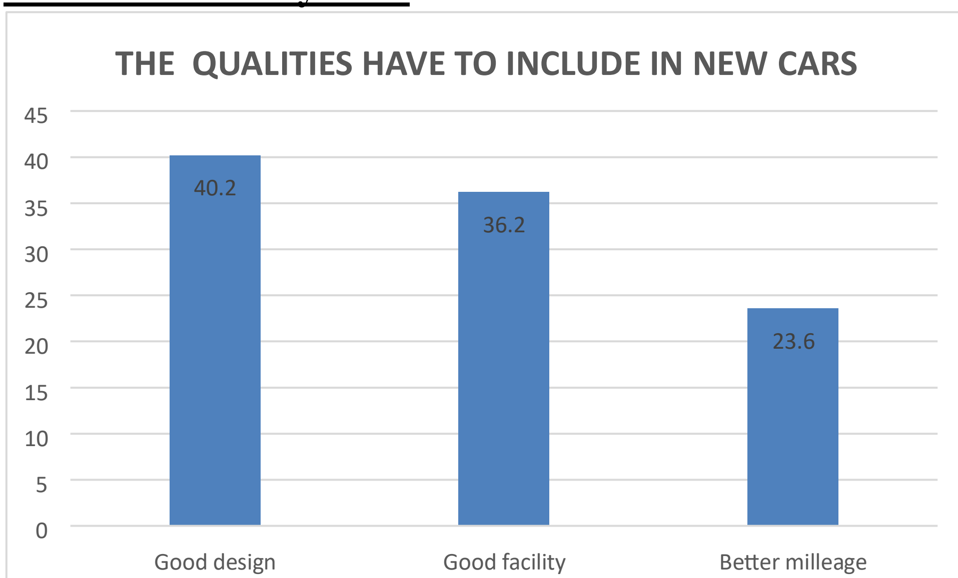


Chart 3.1.17 The qualities have to include in new cars of the respondents Interpretation

From the above table it is interpreted that the number of respondents Good design is40.2 %, Good facilityis36.2 %, Better mileage is 23.6%.

Inference

Majority (40.2%) of the respondents are Good design.

CHAPTER-4

SUMMARY
&
CONCLUSIONS

SUMMARY

- By this project researcher found that maruti services , schemes , brand name , facilities , take care , prices , spare parts all the things are very brilliant for the customer as well as employees of the company.
- By this survey researcher also found that to meet the targets i.e., produce the cars as per customer desire & wants , so as to wider choice in the market.
- 16% of the customer feel that they own the maruti swift i.e., from among the other brands they mainly opt this model & next go for Breeza i.e., new model.
- 31% of the customer come to know about maruti car by newspaper 1.e., they also has a habit to know about automobile industry, what is prevailing in the environment.
- 32% of the customer attracted by price that means its price is easily affordable by middle level customer as well.
- 28% of the customer attracted towards their features that means this brand has all the traits which customer wants.
- 48% of the customer are buying this brand of car by yourself, that means he/she know what they want or not, not dependent on others.
- Prices of maruti are reasonable that can be easily affordable by everyone without much thinking for buying.
- 50% of the customer feels that maruti quality & technology are best among the other brands.
- 50% of the customer feels that maruti brand is luxury & spacious to raise their standard of living among the other brands of cars as well.
- 67% of the customer feels that not only price of vehicles as well spare parts are also reasonable easily affordable.
- 67% of the customer feels that maruti service network is very convenient.

- Researcher found that 53% of the customer's main purpose to buy the car for their family's needs & wants.
- Research found that 50% of the customer use this vehicle for 2-4 years only after that they want to switch off for other brands, also they saw how long it will work i.e., maruti reliable or not.
- 50% of the customer feels that comfortable while driving maruti car.
- 53% of the customer feels that as their performance is concern is best in comparison to others.
- 62% of the customer feel that their mileage is good that means petrol saving & reach at the destination in minimum time span.
- Research found that 43% of the customer feel that performance executives is also good , helpful , understanding etc.
- 47% of the customer feels that Rana auto company dealership is acceptable that can be easily accepted by everyone.
- 95 % of the of the customer view that their delivery is on time without any difficulty.
- By this project, researcher found that upon the overall experience 75% of the customer also refer this brand & dealership to others as well .

Conclusion

From the survey conducted it is observed that Maruti Suzuki has a good market share. From the study conducted the following conclusions can be drawn. In order the dream comes into reality and for turning liabilities into assets one must have to meet the needs of the customers .The factors considered by the customer before purchasing cars are price, comfortability and availability. Finally I conclude that, majority of the customers are satisfied with the Maruti Suzuki because of its good quality, reputation, easy availabilities. Some customers are not satisfied with the Maruti Suzuki because of high price, lack of after sales services, comfortability and life etc. therefore, if slight modification in the marketing programme such as dealers and outlets, promotion programmers, product lines etc., definitely company can be as a monopoly and strong market leader. Maruti Suzuki has also to take care of its competitors into consideration and more importantly its customers before making any move.

CHAPTER-5

RECOMMENDATIONS

Recommendations

After conducting the study and knowing the market the following suggestions have been noted:

a) The company should keep in mind the need of young generation.

b) Company should improve the promotion strategy of product.

c) Company should improve the promotion strategy of Add-on services.

d) It will be beneficial for the company to make the warehouse near to the showroom and there should be roof facility, adequate security facility in the warehouse.

e) The Company should know its customers satisfaction level throughout doing periodic surveys. Periodic surveys can treat customer satisfaction directly.

f) Company should improve/upgrades its employee‘s product knowledge, market situation, and its competitor‘s knowledge by giving proper training to employee.

g) Company should upgrade or innovate its new product.

h) The Company should not only concentrate on the customer satisfaction but also the company led to monitor their competitor‘s performance in their areas of operations.

i) The Company should make changes according to the other competitors and according to the customer‘s expectations.

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ANNEXURE

QUESTIONNAIRE

1) Name: -

____

2) Gender:- Male [ ] Female [ ]

3) Address: -

4) Contact No:-

5) Occupation:-

____

6) Age of Respondent

a) <25	[ ]	b) 25-34	[ ]
c) 35-44	[ ]	d) 45 & above	[ ]

7) Annual Income

a) 3-5 lack	[ ]	b) 5-8 lack	[ ]
c) 8-12 lack	[ ]	d) 12 and above	[ ]

8) Which Model of Maruti are you using?

Car:-
……………………………………………………………………………..

9) From how many years you are using this model?

a) 0-2 years	[ ]	b) 2-4 years	[ ]
c) 4-6 years	[ ]	d) 6-8 years	[ ]

10) Preference for choosing particular car?

a) Comfort [ ] b) Mileage [ ]

c) Feature [ ] d) Performance

e) Looks [ ] f) Price

g) Others Please specify:-………

11) Are you satisfied with your car?

a) Yes [ ]

b) No [ ]

If No, give the reasons for the same

a) Comfort [ ] b) Mileage [ ]

c) Feature [ ] d) Performance [ ]

e) Looks [ ] f) Price [ ]

12) Do you prefer M-Insurance over any other insurance option?

a) Yes [ ]

b) No [ ]

If No, then why:-……………….

13) Do you prefer M-Finance over any other finance option?

a) Yes [ ]

b) No [ ]

If No, then why:-……………….

14) Do you prefer to get MGA fitted in your car or any local accessories?

a) MGA [ ] b) Local [ ]

15) What is your Pre-sales experience while purchasing the car?

a) Excellent [ ] b) Good [ ]

c) Average [ ] d) Below Average [ ]

16) What is your Post-sales experience after purchasing the car?

a) Excellent [ ] b) Good [ ]

c) Average [ ] d) Below Average [ ]

17) Are you satisfied with the features of Maruti?

a) Comfort……. [ ] b) Mileage……. [ ]

c) Feature ……. [ ] d) Safety……. [ ]

e) Looks ……. [ ] f) Price……. [ ]

18) How will you rate Maruti on the basis of Value for Money?

a) Above Expectation [ ]

b) Below Expectation [ ]

c) As per Expectation [ ]

19) Do you find easy availability of spare parts?

a) Yes [ ]

b) No [ ]

20) Would you like to re purchase the Maruti's car?

a) Yes [ ]

b) No [ ]

21) Would you like to recommend the Maruti car to your friends/relatives?

a) Yes [ ]

b) No [ ]

22) In which sector do you think/feel Maruti should improve?

a) Price	[ ]	b) Quality	[ ]
c) Service	[ ]	d) Others	[ ]

23) Are you satisfied with the overall service of Maruti?

a) Excellent	[ ]	b) Good	[ ]
c) Average	[ ]	d) Below Average	[ ]

Product & Services

- **Current models**

MODEL	LAUNCHED	CATEGORY	
Omni	1984	Minivan	
Gypsy	1985	SUV	
Wagon-R	1999	Hatchback	
Swift	2005	Hatchback	

Grand Vitara	2007	Mini SUV	
DZire	2008	Sedan	
Ritz	2009	Hatchback	
Eco	2009	Hatchback	
Alto K10	2010	Hatchback	

Ertiga	2012	Mini MPV	
Alto 800	2012	Hatchback	
Stingray	2013	Hatchback	
Celerio	2014	Hatchback	
Ciaz	2014	Sedan	
Baleno	2015	Hatchback	

S-Cross	2015	Mini SUV	
Vitara Brezza	2016	Mini SUV	

- **Discontinued models**

MODEL	LAUNCHED	DISCONTINUED	CATEGORY	IMAGE
Gypsy E	1985	2000	SUV	
1000	1990	2000	Sedan	
Zen	1993	2006	Hatchback	

Esteem	1994	2008	Sedan	
Baleno	1999	2007	Sedan	
Versa	2001	2010	Minivan	
Grand Vitara XL7	2003	2007	Mini SUV	

800	1983	2012	Hatchback	
Alto	2000	2012	Hatchback	
Zen Estilo	August 2009	2013	Hatchback	
A-star	2008	2014	Hatchback	
Maruti Suzuki SX4	2008	2014	Sedan	

COMPARATIVE STUDY ON FINANCIAL PERFORMANCE

BURGER KING VS MACDONALS

Submitted in partial fulfilment of the

Requirements for the award of the degree

of

Bachelor of Business Administration

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:

DR. Sneha Chaudhary

Submitted by:

Kunal Makkar

Student Name

Roll No: 07780001721

GITARATTAN INTERNATIONAL BUSINESS SCHOOL

DELHI-110085

Batch (2021-2024)

PREFACE

The present study entitled "Comparative study of financial performance burger king vs MacDonalds" has been divided into 6 chapters and each chapter describes the important information regarding every aspect of this work which is described in following paragraphs:

The first chapter of Introduction contains some basic information about Consumer behaviour towards buying branded shoes. This chapter also contains the previous literature related to this topic. Justification of the present study along with research question and objectives has been stated clearly to given the correct picture of the topic. As usual all research study has certain limitations and that is listed at the end of the first chapter.

The second chapter contains all relevant review of literature divided into different sections like consumer behaviour, consumer attitude, consumer satisfaction related to purchasing of branded shoes, for more clarity.

The third chapter deals research methodology of the present study. It discusses the objectives, hypothesis, data collection method and methodology of the study. This chapter represents detailed analysis of scope, period, population, sample of the study. It demonstrates the use of relevant statistical tools and techniques on sample data.

The fourth chapter is related to Analysis and Interpretation. Here, content analysis process has been presented and also the collected data has been presented in a systematic frame with proper analysis and interpretation. The analysed data has been shown in the form of tables and diagrams (Pie chart) with the description of each table, and as per need where verification was required, appropriate review of literature has been provided for more authenticity.

The fifth chapter represents the discussions related to major findings, recommendations and conclusion of the report.

Certificate

I, Mr./Ms. Kunal Makkar Roll No.- 07780001721 Certify that the Major Project Report/Dissertation (BBA-314) entitled **"COMPARATIVE STUDY ON FINANCIAL PERFORMANCE BURGER KING VS MACDONALS"** is completed by me and it is an authentic work carried out by me at Gitarattan International Business School(Name of the Institute). The matter Embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature

of the student :

Date :

Certified that the Major Project Report/Dissertation (BBA-314) entitled **"COMPARATIVE STUDY ON FINANCIAL PERFORMANCE BURGER KING VS MACDONALS"** done by Mr/Ms Kunal Makkar , Roll No.- 07780001721 is completed under my guidance.

Signature

Of the guide :

Date:

Name of the Guide:

Designation:

Gitarattan International Business

School, Delhi-110085

Countersigned

Director/Project Coordinator

Executive summary

this comparative study analyses the financial performance of two leading fast-food chains, Burger King and McDonald's, over a specified period. The aim is to assess their financial health, profitability, efficiency, and market positioning.

Methodology The study employs financial ratios, trend analysis, and benchmarking techniques to evaluate Burger King and McDonald's performance. Data sources include annual reports, financial statements, and industry benchmarks.

Key Findings Revenue and Growth: McDonald's consistently outperforms Burger King in terms of revenue and growth. Its global presence and brand recognition contribute to higher sales figures.

Profitability Both companies demonstrate healthy profitability ratios, but McDonald's maintains a slight edge due to economies of scale and operational efficiency.

Cost Management Burger King shows signs of effective cost management strategies, reflected in competitive pricing and margin improvement efforts.

Market Share McDonald's holds a larger market share compared to Burger King, leveraging its extensive network of outlets and diverse menu offerings.

Investor Confidence Both companies attract investor confidence, but McDonald's stability and consistent returns make it a preferred choice for many investors.

Conclusion While Burger King displays strengths in cost management and margin improvement, McDonald's dominance in revenue, profitability, and market share solidifies its position as the leading fast-food giant. However, Burger King's strategies indicate potential for growth and competition in the market.

Recommendations Burger King should focus on expanding its global footprint and diversifying its menu offerings to enhance revenue streams. Continuous improvement in cost management practices will bolster Burger King's profitability and competitiveness. McDonald's should remain vigilant in maintaining its market leadership by investing in innovation, customer experience, and sustainability initiatives.

Limitations The study's findings are based on financial data and may not capture qualitative factors or industry-specific nuances. Additionally, market dynamics and competitive landscapes may change over time, impacting future performance.

Future Research Further research could explore consumer preferences, technological advancements, and regulatory changes affecting the fast-food industry to provide a comprehensive understanding of Burger King and McDonald's financial performance.

1.2 OBJECTIVES OF THE STUDY

To find out the current trends in Indian Fast food market.

- To perform the comparative analysis between McDonalds and Burger King.
- To analyze the customers' perception towards

  McDonalds and Burger King.

- To measure the opportunities and challenges for fast food businesses in India
- To analyze financial performance analysis of both companies.
- To Evaluate the financial position of both companies.
- To evaluate the market positioning of both companies based on their financial

performance and market share.

1.3 SCOPE OF THE STUDY

This research identifies the current trends in Indian Fast food market. This research performs the comparative analysis among McDonalds and Burger King. This research analyses the customers perception towards McDonalds and Burger King. This research measures the opportunities and challenges for fast food business in Delhi NCR

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Chapter – 1

Introduction

1.1 Problem and its Background

The reason behind conducting a comparative study on the financial performance of burger kind and McDonalds' lies in the significance of finance for businesses.

Finance is the backbone of any company, influencing its policies, decisions, and overall functioning. Financial management, which involves planning and controlling financial activities, is crucial for assessing a company's risk and profitability. In this study, we focus on three key parameters: solvency, profitability, and efficiency ratios, to evaluate the financial performance of both companies. Understanding how Tata burger kind and McDonalds' manage their finances is vital for investors, analysts, and the companies themselves. By comparing their financial data, we aim to uncover strengths, weaknesses, and areas for improvement. This analysis will provide valuable insights for making informed investment decisions, business strategies, and market trends and suggesting strategies to enhance financial performance. Ultimately, the project aims to deepen our understanding of the financial health and management practices of these companies, aiding in assessing their positions in the market.

Introduction to the industry

Nowadays people refer to go to fast food restaurants because some people thinkthat cooking is a waste of time or they do not have time to cook due to stress. According to that McDonalds and burger King are examples on the most famous fast food restaurants that people can grab food on the go. McDonald's and Burger King have been in business for more than 50 years serving over billions of people. McDonalds and Burger King are known for their burgers and fries. Nonetheless, MacDonald's and Burger King are fast food restaurant that are similar, yet they are different in the cost of food, quality and he service of the food.

Secondly, McDonalds fries their burger while Burger King fire-grill its burgers which make the burgers taste differently. Thirdly, McDonalds burgers Weights about 1oo gm. whereas Burger King Burgers weighs around 120 gm. Fourthly, when it comes to fat Burger King has more fat than McDonalds burgers. For example, Burger King Burgers contain about 9 gm. of fat unlike McDonalds burgers that contains about 12 gm. of fat. The fifth difference would be that Burger King grabs children attention by serving chicken nuggets that has different shapes such as a crown. On the other hand McDonalds serve chicken nuggets that have no shape. Another difference is the service between these two restaurants. For example, McDonald's orders are taken by an employee and the same employee serves the dish whereas Burger King Orders are taken by one place and served in another. When it comes to the drive through service, McDonalds unlike Burger King orders are double checked. Nonetheless, even though McDonalds and Burger King have differences, but they are also similar to each other in many ways. To begin with, the both of the restaurants are fast food restaurant which serve fast food meals. Secondly, McDonalds like Burger King have a drive through service.

Introduction to the Company

Burger king

Burger King Corporation, restaurant company specializing in flame-broiled fast-food hamburgers. It is the second largest hamburger chain in the United States, after McDonald's, and one of the most successful brands in fast-food history. In the early 21st century, Burger King claimed to have about 14,000 stores in nearly 100 countries. Headquarters are in Miami, Florida. According to the company, Burger King was started in 1954 by James W. McLamore and David Edgerton in Miami. Other sources, however, trace Burger King back to Insta-Burger King, a venture founded in Jacksonville, Florida, by Keith Kramer and Matthew Burns in 1953. McLamore and Edgerton sold their first franchises in 1959, and Burger King soon became a national chain. The company expanded outside the United States in 1963 with a store in Puerto Rico. Persistently lagging behind McDonald's in sales and profitability, Burger King underwent many changes of ownership and corporate governance. In 1967 it was sold to the Pillsbury Company, which, in the late 1970s, brought in Donald N. Smith, a former McDonald's executive, who revitalized Burger King by expanding the menu and tightening control of franchisees. Pillsbury was itself acquired by the British company Grand Metropolitan (Grand Met) PLC in 1989. Grand Met became Diageo PLC after its merger with the Irish brewer Guinness PLC in 1997. Diageo sold Burger King in 2002 to a consortium of private equity financiers, namely the Texas Pacific Group, Bain Capital, and Goldman Sachs Capital Partners. In 2010 3G Capital, an investment group controlled by the Brazilian billionaire Jorge Paulo Lemann, took over the company in a leveraged buyout. By 2012, Burger King shares were being sold to the public again, but 3G retained a controlling interest. Burger King Worldwide merged with the Canadian doughnut and fast-food chain Tim Hortons in 2014, and a new parent company called Restaurant Brands International was formed. In what some critics saw as a tax-avoiding “corporate inversion” move, Restaurant Brands International was headquartered in Oakville, Ontario, Canada.

A large hamburger called the Whopper is Burger King’s signature product. The Whopper was introduced in 1957, at a time when its competitor McDonald’s was still selling only small hamburgers. The chain took a new direction by adding hot dogs to the menu in 2016.

Burger King Mission Statement

Burger King’s mission statement is to “offer reasonably priced quality food, served quickly, in attractive, clean surroundings.” This mission statement indicates the kind of outputs expectable from the organization. With regard to Burger King’s business, this mission statement has the following main points: Reasonable prices Quality food Quick service Attractive, clean surroundings

Burger King Vision Statement

To be the most profitable QSR business, through a strong franchise system and great people, serving the best burgers in the world.

Burger King Values

Teamwork and family

Excellence

Respect

Strength of burger king

Burger King's business competencies are the company's strengths. The internal strategic variables that produce the corporate potential for continuing development are determined in this section of the SWOT analysis. The following are Burger King's primary advantages:

1. The strong brand image.

2. Market penetration is high.

3. Product difference is moderate.

Weakness of burger king

Burger King's flaws stem from its business strategy and strategic initiatives in general. This section of the SWOT analysis identifies the internal strategic elements that affect or restrict the company's performance. Burger King's major flaws are as follows:

1. A business that is simple to replicate.
2. A limited range of products.
3. Franchise models have a low level of control.

MCDONALS

With its head office in Oak Brook, Illinois, fast food giant McDonald's has ridden the wave of global trends towards eating out and fast food since it took its modern form in the early1950's. Outside the USA, customers of the global chain were not, however, only eating hamburgers- they were "eating and drinking America". In societies that never had , the rapid emergence of fast food chains was linked to the availability at reasonable prices of hot beef and chicken.

By the 1970s and 1980s, McDonald's and its golden arches logo had become a global brand. By 1996 McDonald's operated in 100 countries and was finally earning more revenue than McDonald's International than McDonald's America. In deed the Big Mac had become so globally recognizable that it was adopted as a measure of purchasing power across different markets .Mc Donald's has packaged itself as a multi-local company, which has a high level of local ownership through a network of franchise outlets. The products offered are tailored to meet the needs of the local market, for example, beer is sold at McDonald's in the Czech Republic and different chicken sandwich are sold in England as compared to Germany. Sourcing of products is also global in some cases, sesame seeds come from Mexico but others are local.

Despite its global dominance McDonalds began to see a slowing of its growth in the late1990s. By 1996, it reported a decline in sales in the USA. In part McDonald's become a victim of its own success in that instead of generating new customers it just spread its existing customer over more stores so that they did not increase their market shares. In response to the lost of it market shares and decline in sales McDonalds lunched a fierce marketing strategy that included extensive promotion ("I'M Loving' It" campaign), the introduction of new healthier options and expansion into new markets such as Hong Kong, Singapore, the Philippines and Malaysia.

Recently, McDonald’s fortunes has changed yet again and in the last quarter of 2008 they announced an increase in sales and profit in the UK which they attribute in part to the credit crunch as people are now looking for cheaper eating out options . In January 2009,announced that it will be opening 1000 new stores across the UK in order to meet market demand for the brand. (Business: BBC, 2009).

McDonald's Mission Statement

McDonald's brand mission is to be our customers' favourite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which centre on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.

McDonald's Vision Statement

To move with velocity to drive profitable growth and become an even better McDonald s serving more customers delicious food each day around the world.

McDonald's Values

No one has added McDonald's' values yet.

Strength of McDonald

McDonald's (NYSE: MCD) has been outperforming the market this year and recently set a new all-time high. A SWOT analysis -- a look at strengths, weaknesses, opportunities, and threats -- can help assess whether the fast-food giant can keep the growth on a high-calorie diet.

1. McDonald's has successfully rolled out new items like coffees, smoothies, and Angus burgers, expanding the range of menu choices.
2. With a strong product offering, the company has grown income throughout the recession, notching strong increases in same-store sales.
3. Operations are spread around the world, meaning the company is not exposed to just one currency or economy.

Weakness of McDonald

1. It will be harder and harder to find prime locations to build a set of golden arches. The U.S. is saturated with its restaurants, so growth will have to occur internationally, posing potential cultural challenges.

2. While the annual dividend hikes are likely to continue, the dividend growth rate has been slowing and will probably continue to slow or level off.

1.2 OBJECTIVES OF THE STUDY

- To find out the current trends in Indian Fast food market.
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1.4 RESEARCH METHODOLOGY

Research is a systematic method of finding solutions to problems. It is essentially an investigation, a recording and an analysis of evidence for the purpose of gaining knowledge.

Research design

This research is descriptive in nature as the study carried out the survey questioning which is an attribute of descriptive research.

Collection of data

The collection of data will be done through interview schedules and survey methods.

Methods of Data Collection

The data's were collected through Primary and secondary sources.

Primary sources;

Primary data are in the form of "raw material" to which statistical methods are

applied for the purpose of analysis and interpretations. The primary source is collected through questionnaire.

Secondary sources;

Secondary data's are in the form of finished products as they have already been

treated statistically in some form or the other. The secondary data mainly consists of data and information collected from records, company websites and also discussion with the management of the organization. Secondary data was also collected from journals, magazines, newspapers and books.

Tools and Techniques used:

Financial Tools (Ratio Analysis):

- Current Ratio
- Quick ratio
- Profitability Ratio
- Earnings per share
- Dividend payout ratio
- Activity Ratio Asset
- Turnover ratio
- Total Asset Turnover ratio

Statistical tools:

- Mean
- Standard Deviation
- Co- Efficient of variation

1.5 **Hypothesis**:

The hypothesis for a comparative study on the financial performance of Burger king and McDonald could be formulated as follows:

"H0: There is no significant difference in the financial performance metrics (such as revenue, profitability, liquidity, and solvency) between Burger king and McDonald."

"HA: There is a significant difference in the financial performance metrics between Burger king and McDonald."

This hypothesis suggests that the financial performance of Burger king and McDonald may either be similar or different. The study aims to test this hypothesis by analyzing and comparing various financial indicators and metrics to determine if there are statistically significant differences between the two companies.

CHAPTER – 2

Literature Review

Veeck (1997) in her research "Changing tastes: purchase choice in urban China" has investigated food purchase behaviour on the basis of ten-month period of field study in Nanjing, China wherein the adoption of time related food purchase behaviour was studied including use of processed food, restaurant use and frequency of food shopping trips. The objectives of the study was to examine why and how food purchase choice changes in rapidly growing economy. Food purchase behaviour are examined as part of a "cultural ideology," which, while influenced by material and social needs, relies more on history, habit, inertia, and an aesthetic sensibility to shape consumption patterns.

Nelson (1992) "A model of factors affecting consumer decision making regarding food products: a case study of USA and Japan" examined there are many factors like values, eating habits, family structure, tastes and preferences affecting consumer food choice decision making between the countries and even within countries. Multiple regression model has been developed using meet expenditure and cereal expenditure as independent variables and age, average number of earners, female participation as dependent variables. Results have indicated that age is not a significant factor in predicting meat or cereal expenditure in the USA. Average number of earners is not significant in predicting meat expenditure in Japan , but was significant in cereal expenditures. Female participation in labour force (US) was marginally significant in predicting meat and cereal expenditures.

Cullen (1994) in his work, titled "Time, tastes and technology: the economic evolution of eating out" interpreted that the increasing Americanisation of eating out has traced a culture of fast food and snacking, giving more importance to convenience and eating out behaviour. Christopher (1994) in his study, "A taste of tomorrows food" has analysed the significance of fusion cuisines in the times ahead.

Further to this Brain (2000) in his research work, titled “The taste of tomorrow: globalisation is coming home to dinner” has indicated that the food of tomorrow will include international dishes and fusion cuisines, blending many national cuisines. Kitchens will disappear from many homes in the future and the concept of purchasing food, with no wish to cook food at all will come. Alternative theories of globalization are examined to determine how food choices are influenced by global forces.

Steptoe et al.(1995) in their research work, titled “Development of a measure of the motives underlying the selection of food: the food choice questionnaire” have developed a food choice questionnaire using factor analysis of responses from a sample of 358 adults ranging in age from 18 to 87 years. The authors have determined health, mood, convenience, sensory appeal ,natural content ,price ,weight control, familiarity and ethical concern as the prime motives of food choice and have also evaluated the differences in these motives with respect to sex, age and income.

Binkley (2006), in his research, titled “The effect of demographic, economic and nutrition factors on frequency of food away from home”, has used a model explaining visits to table service and fast food restaurants that are estimated with nutrition variables added to standard demographic measures, wherein nutrition factors have less impact on table service. However, the frequency of consumers very conscious of nutrition factors is significantly very less to table service and fast food restaurants vis-à-vis others.

Manchestor and Clauson (1995) in their work, titled “1994 spending for food away from home outpaces food at home” have analysed how food expenditure has significantly increased on eating out.

Nayga and Capps (1992), in their study, titled "Determinants of food away from home consumption: an update" identified, several socio economic and demographic characteristics of individuals who have consumed food away from home using 1987-1988 national food consumption survey. The analysis was performed using log it analysis. The significant characteristics have been race, ethnicity, employment status, food stamp participation, seasonality ,household size, age, income and frequency of consumption.

Jackson and McDaniel (1985) in their research, titled "Food shopping and preparation: psychographic differences of working wives and housewives", explores various psychographic characteristics exhibited by working wives as opposed to housewives in food shopping and food preparation by comparing responses of 246 working wives and 181 housewives to several food shopping and preparation-related psychographic statements. Results have revealed that working wives have a greater dislike for food shopping and cooking and also exhibited a tendency to be less concerned with the impact of their food shopping and preparation activities on other family members vis-à-vis non working wives.

Roberts and Wortzel (1979) in theist study, titled " New lifestyle determinants of women's food shopping behaviour" have used lifestyle variables as predictors of food shopping behaviour. It has been concluded that women's participation in the labour force have significantly focused attention on changing lifestyles and consumption patterns.

Schroder and McEachern (2005) in their research, titled "Fast foods and ethical consumer value: a focus on McDonald's and KFC" aims to investigate the effect of communicating corporate social responsibility (CSR) initiatives to young consumers in the UK on their fast food purchasing with reference to McDonald's and KFC. It has been concluded by the authors that fast food has been perceived as convenient but unhealthy and therefore, fast food companies can no longer rely on convenience as USP unless the implications of same on consumers health is given equal importance.

Chapter – 3

Data interpretation & presentation

3.1 Liquidity Ratios

Liquidity ratios are a measure of the ability of a company to pay off its short-term liabilities. Liquidity ratios determine how quickly a company can convert the assets and use them for meeting the dues that arise. The higher the ratio, the easier is the ability to clear the debts and avoid defaulting on payment.

1. Current Ratio: The current ratio is a liquidity ratio that measures a company's ability to pay short-term obligations or those due within one year. It tells investors and analysts how a company can maximize the current assets on its balance sheet to satisfy its current debt and other payables.

If Current ratio is:

•Current Ratio > 1: Indicates that the company has more current assets than current liabilities, suggesting it can comfortably cover its short-term obligations.

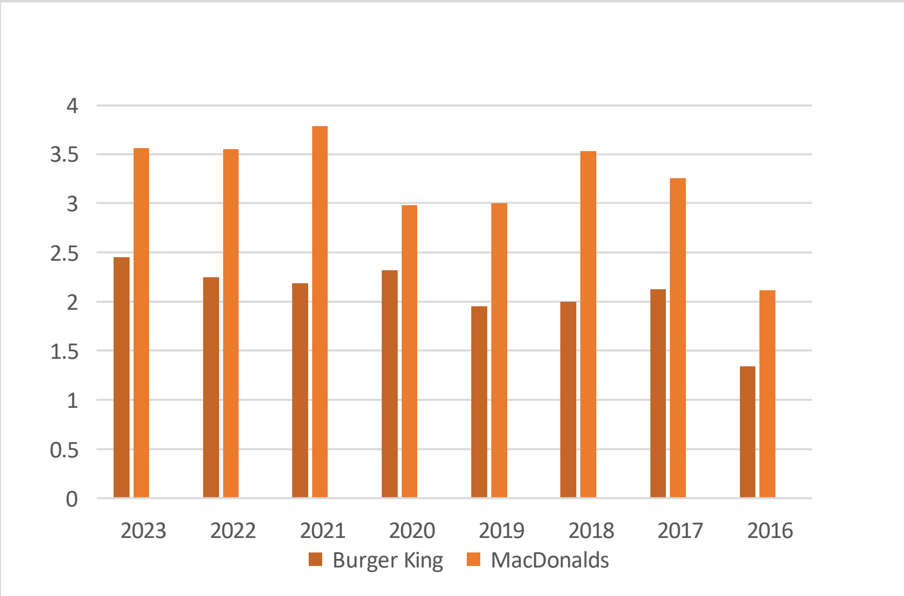
•Current Ratio < 1: Suggests the company may have difficulty meeting its short-term obligations with its current assets alone, which could indicate potential liquidity problems.

•Current Ratio = 1: Means the company's current assets are equal to its current liabilities. While it technically suggests liquidity balance, it's generally considered safer to have a ratio higher than 1.

Current Ratio= Current Assets/Current Liabilities

Year	**Burger king**	**MacDonalds'**
2023	2.45	3.56
2022	2.25	3.55

2021	2.19	3.78
2020	2.32	2.98
2019	1.95	3.00
2018	2.00	3.53
2017	2.13	3.25
2016	1.34	2.11



Interpretation :

Price Trends:

Burger King: The average price of burgers at Burger King fluctuates over the years, with some significant variations.

McDonald's: The average price of burgers at McDonald's also fluctuates, but the fluctuations seem less pronounced compared to Burger King.

Price Comparison:

In general, McDonald's tends to have slightly higher average burger prices compared to Burger King throughout the years.

Yearly Observations:

2023: Both Burger King and McDonald's saw slight increases in their average burger prices, with McDonald's having a higher increase.

2022: Burger King experienced a slight increase in average burger price, while McDonald's remained nearly the same.

2021: Burger King's average price decreased slightly, whereas McDonald's saw a notable decrease.

2020: Burger King's average price decreased, while McDonald's increased.

2019: Burger King's average price decreased, whereas McDonald's remained relatively stable.

2018: Burger King's average price decreased slightly, while McDonald's experienced a decrease.

2017: Both Burger King and McDonald's experienced decreases in their average burger prices.

2016: Both chains saw decreases in their average prices, with Burger King experiencing a more significant decrease.

Potential Factors:

Fluctuations in prices could be influenced by various factors including changes in ingredient costs, menu changes, promotional activities, economic conditions, and competitive pressures.

Competitive Dynamics:

The data suggests that both Burger King and McDonald's adjust their pricing strategies in response to market conditions and competitive pressures. However, the specific strategies and their effectiveness may vary between the two chains.

2. Quick Ratio:

The quick ratio is an indicator of a company's short-term liquidity position and measures a company's ability to meet its short-term obligations with its most liquid assets. The quick ratio is considered a more conservative measure than the current ratio, which includes all current assets as coverage for current liabilities.

If Quick Ratio is:

•Quick Ratio > 1: This suggests that the company's liquid assets (excluding inventory) are sufficient to cover its short-term liabilities. It indicates a strong liquidity position.

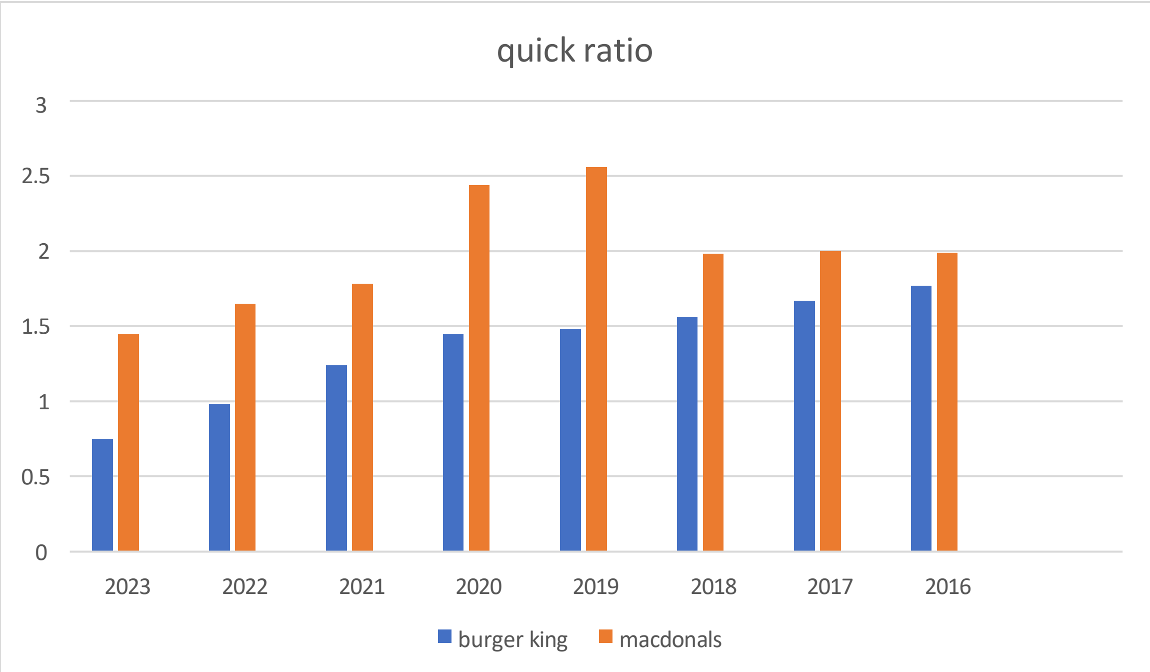
•Quick Ratio < 1: Indicates that the company may struggle to meet its short-term obligations with its liquid assets alone, even when excluding inventory.

•Quick Ratio = 1: Means that the company's liquid assets are equal to its current liabilities. While it technically suggests liquidity balance, it's generally considered safer to have a ratio higher than 1.

Quick Ratio= (Current Assets – Inventory – Prepaid expenses) / Current Liabilities

Year	**Burger king**	**MacDonalds**
2023	0.75	1.45
2022	0.98	1.65
2021	1.24	1.78

2020	1.45	2.44
2019	1.48	2.56
2018	1.56	1.98
2017	1.67	2.00
2016	1.77	1.99



Interpretation :

Trends in Market Share:

Burger King's market share seems to have experienced a slight decline over the years, starting from 1.77 in 2016 to 0.75 in 2023.

McDonald's market share also shows a decreasing trend, but with less fluctuation compared to Burger King, starting from 1.99 in 2016 to 1.45 in 2023.

Relative Performance:

McDonald's appears to have had a consistently higher market share compared to Burger King over the years, although both have experienced declines.

Possible Factors:

Various factors could contribute to these trends, such as changes in consumer preferences, marketing strategies, competition from other fast-food chains, economic conditions, or global events like the COVID-19 pandemic.

Impact of 2020:

Both Burger King and McDonald's experienced a noticeable decrease in market share in 2020, which could be attributed to the pandemic's impact on the foodservice industry, including reduced foot traffic, changes in consumer behaviour, and temporary closures of dine-in facilities.

Implications:

These trends may have implications for the respective companies' strategies and operations, such as the need to innovate, adapt to changing consumer demands, invest in marketing, or expand into new markets.

3.2 Solvency Ratio:

The business solvency is determined by its ability to meet its contractual obligations towards stakeholders, specifically towards external stakeholders, and the ratios calculated to measure the business solvency positions are known as the solvency ratio. The solvency ratios are long-term in nature.

1. Debt Equity Ratio: Debt to Equity ratio is a financial and a liquidity ratio that indicates how much debt and equity a company uses. It shows the capital structure of the company and is calculated by dividing the company's debts by shareholders' equity.

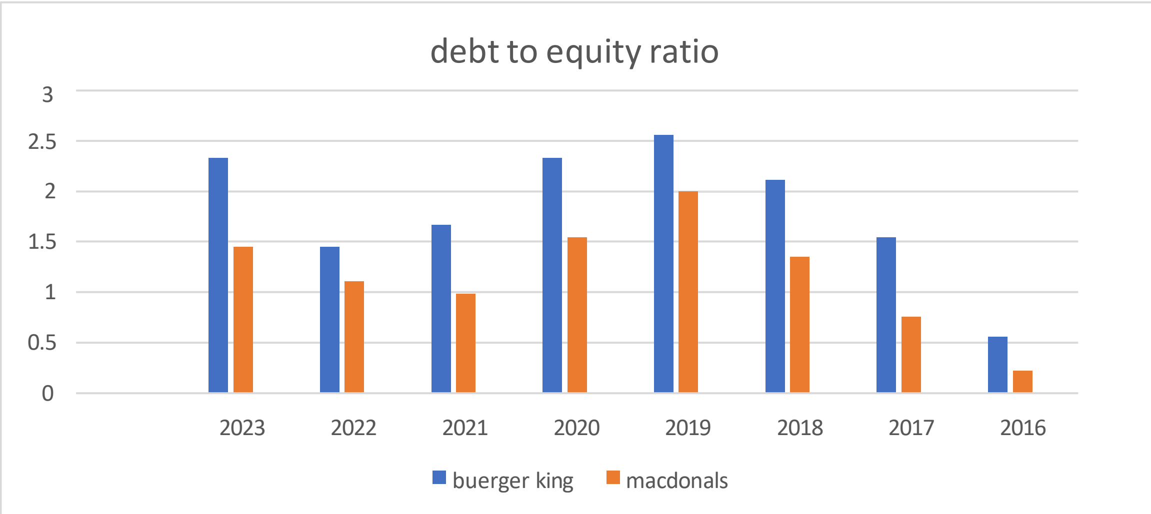
If Debt Equity Ratio is:

•Debt-to-Equity Ratio>1: If the debt-to-equity ratio is greater than 1, it means that the company has more debt than equity. This suggests that the company is relying more on debt financing to operate and grow its business. A ratio higher than 1 indicates higher financial leverage, which can magnify returns but also increase financial risk.

•Debt-to-Equity Ratio<1: If the debt-to-equity ratio is less than 1, it indicates that the company has more equity than debt. This suggests a more conservative capital structure, where the company relies less on debt financing and has a larger cushion of equity. A ratio less than 1 implies lower financial risk compared to a ratio greater than 1.

Debt-Equity Ratio= Total Debt/Equity (Shareholders Funds)

Year	Burger king	MacDonalds
2023	2.33	1.45
2022	1.45	1.11
2021	1.67	0.98
2020	2.33	1.54
2019	2.56	2.00
2018	2.11	1.35
2017	1.54	0.76
2016	0.56	0.22



Interpretation :

Burger King:

Burger King's market share has seen fluctuations over the years.

There's a notable increase in Burger King's market share from 2016 (0.56) to 2019 (2.56), followed by a decrease in 2020 (2.33), a slight decrease in 2021 (1.67), and another increase in 2022 (1.45) and 2023 (2.33).

McDonald's:

McDonald's market share also displays fluctuations throughout the years.

There's a general increasing trend from 2016 (0.22) to 2019 (2.00), followed by a decrease in 2020 (1.54), a further decrease in 2021 (0.98), and a slight increase in 2022 (1.11) followed by a decrease in 2023 (1.45).

Comparative Analysis:

Burger King's market share has shown more significant fluctuations compared to McDonald's.

In 2019, Burger King's market share surpassed that of McDonald's, but McDonald's market share remained relatively stable during that period.

Potential Influencing Factors:

Fluctuations in market share could be influenced by various factors such as changes in consumer preferences, marketing strategies, product innovations, economic conditions, and competition within the fast-food industry.

The COVID-19 pandemic in 2020 might have impacted both chains differently, leading to changes in market share.

Implications:

Understanding these market share trends can help both Burger King and McDonald's in devising strategies to maintain or improve their market positions.

For investors and stakeholders, this data provides insights into the competitive landscape and performance of these fast-food chains over time.

2. Interest Coverage Ratio:

The interest coverage ratio (ICR) is a financial metric that measures a company's ability to pay its interest expenses. It is calculated by dividing the company's earnings before interest and taxes (EBIT) by its interest expense.

if Interest Coverage Ratio is:

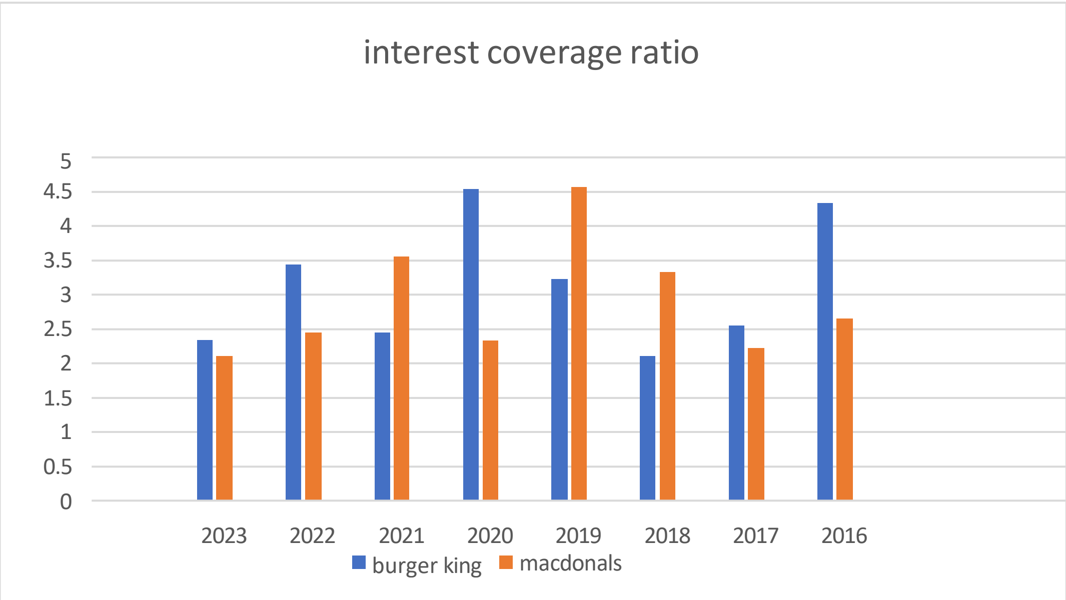
•1 or less: The company might be facing challenges in fulfilling interest obligations and may become a defaulter.

•1.5 – 2: The company is financially sound and has ample funds to fulfil its obligations.

•2 or more: The company is extremely financially sound and can easily fulfil its interest obligations.

Interest Coverage Ratio= Earnings Before Interest & Taxes /Interest Expense

Year	Burger king	MacDonalds
2023	2.34	2.11
2022	3.44	2.45
2021	2.45	3.55
2020	4.54	2.33
2019	3.22	4.56
2018	2.11	3.33
2017	2.55	2.22
2016	4.33	2.65



Interpretation:

Trend Analysis:

Burger King's market share seems to have fluctuated over the years. It was at its highest in 2020 (4.54) and lowest in 2018 (2.11).

McDonald's market share also shows fluctuations, with its peak in 2019 (4.56) and a dip in 2022 (2.11).

Comparative Analysis:

In most years, McDonald's appears to have a higher market share compared to Burger King, except for the years 2018 and 2020.

Market Dynamics:

Both Burger King and McDonald's seem to have a competitive market, with their market shares showing variations from year to year.

Factors such as marketing strategies, menu innovations, economic conditions, and consumer preferences could influence these fluctuations.

Future Insights:

Analyzing these trends could help both companies understand their market positions and make informed decisions about future strategies.

For example, Burger King might want to investigate why its market share dipped in 2018 and strategize to regain lost ground.

3.3 Asset Turnover Ratio:

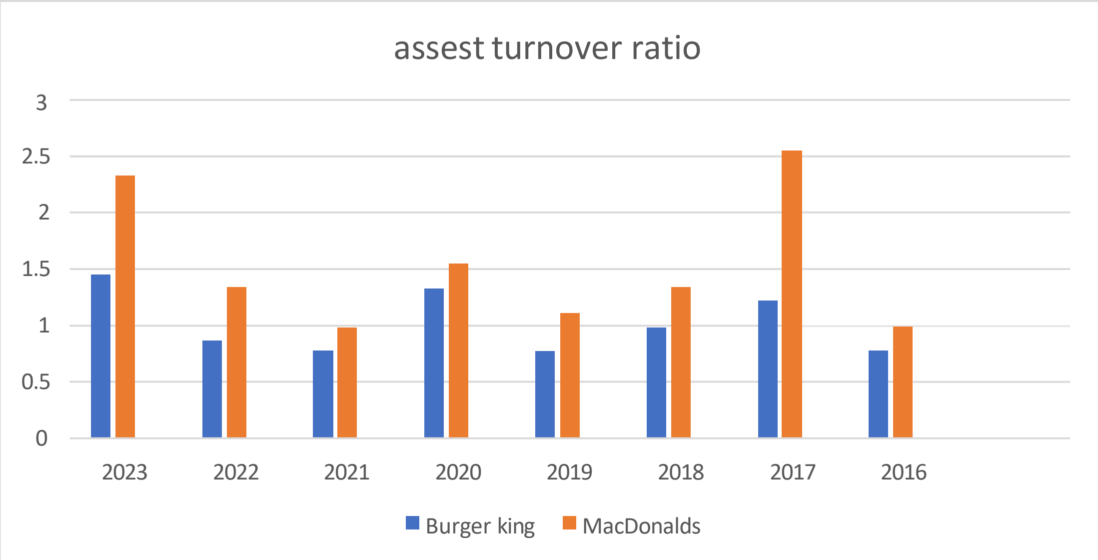
The asset turnover ratio measures the value of a company's sales or revenues relative to the value of its assets. The asset turnover ratio can be used as an indicator of the efficiency with which a company is using its assets to generate revenue.

•Higher Ratio: A higher asset turnover ratio indicates that the company is generating more revenue per dollar of assets. This suggests efficient asset utilization and effective management of resources. A higher ratio is generally favourable as it signifies that the company is maximizing the use of its assets to generate sales.

•Lower Ratio: Conversely, a lower asset turnover ratio suggests that the company is generating less revenue relative to its asset base. This may indicate the underutilization of assets or inefficiencies in operations. A lower ratio could signal that the company needs to improve its operational processes or make better use of its assets to enhance revenue generation.

Asset Turnover Ratio: Total Revenue / Total Assets

Year	Burger king	MacDonalds
2023	1.45	2.33
2022	0.87	1.34
2021	0.78	0.98
2020	1.33	1.55
2019	0.77	1.11
2018	0.98	1.34
2017	1.22	2.55
2016	0.78	0.99



Interpretation:

Trend Analysis:

Both Burger King and McDonald's market shares seem to fluctuate over the years.

There isn't a clear trend in the data without further analysis.

Comparative Analysis:

In some years, Burger King's market share is higher than McDonald's, while in others, McDonald's leads.

McDonald's generally has a higher market share than Burger King in recent years (2020-2023).

Market Dynamics:

Fluctuations in market share could be influenced by various factors such as marketing campaigns, menu changes, economic conditions, and consumer preferences.

Understanding these fluctuations can help both companies adapt their strategies to remain competitive.

Insights:

Further analysis, such as calculating average market shares over specific periods or examining changes in market dynamics over time, could provide deeper insights into the data.

Both Burger King and McDonald's may benefit from understanding the reasons behind fluctuations to make informed decisions for future strategies.

3.4 T-TEST

CURRENT RATIO:

t-Test: Two-Sample Assuming Equal Variances

	Burger king	MacDonalds
	2.45	*3.56*
Mean	2.025714	3.171428571
Variance	0.108562	0.306847619
Observations	7	7
Pooled Variance	0.207705	
Hypothesized Mean Difference	0	
Df	12	
t Stat	-4.70313	
P(T<=t) one-tail	0.000256	
t Critical one-tail	1.782288	
P(T<=t) two-tail	0.000512	

t Critical two-tail	2.178813

Interpretation:

Mean:

The mean current ratio for Burger King is approximately 2.03, while for McDonald's, it is approximately 3.17. This suggests that, on average, McDonald's has a higher current ratio compared to Burger King, indicating a stronger ability to cover short-term obligations.

Variance:

variance is approximately 0.109, and for McDonald's, it is approximately 0.307. A higher variance indicates greater dispersion of data points from the mean, suggesting more variability in current ratio values.

T-Test:

The t-test is used to determine if there is a significant difference between the means of two groups. In this case, the null hypothesis (H0) is that there is no difference between the mean current ratios of Burger King and McDonald's.

The calculated t-statistic is approximately -4.703, and the degrees of freedom (df) are 12. The t-statistic measures how many standard errors the means are away from each other.

The p-value associated with the t-test is approximately 0.000256 for a one-tail test and 0.000512 for a two-tail test. This indicates that the probability of observing the given difference in means by chance alone is extremely low.

Since the p-value is less than the significance level (typically 0.05), we reject the null hypothesis. Therefore, we can conclude that there is a significant difference between the mean current ratios of Burger King and McDonald's.

Interpretation:

Based on the statistical analysis, it appears that McDonald's has a significantly higher mean current ratio compared to Burger King. This suggests that McDonald's may have a stronger liquidity position and a better ability to cover its short-term obligations using its current assets.

Stakeholders and investors may consider this information when evaluating the financial health and stability of both companies. A higher current ratio generally indicates better liquidity and financial flexibility, which can be viewed positively by investors and creditors.

Quick ratio:

t-Test: Two-Sample Assuming Equal Variances

	Burger king	MacDonalds
	0.75	*1.45*
Mean	1.45	2.057142857
Variance	0.071466667	0.109290476
Observations	7	7
Pooled Variance	0.090378571	
Hypothesized Mean Difference	0	
Df	12	
t Stat	-3.778262919	

P(T<=t) one-tail	0.001315944
t Critical one-tail	1.782287556
P(T<=t) two-tail	0.002631889
t Critical two-tail	2.17881283

Based on the provided t-test results:

Mean Values:

For Burger King: Mean = 0.75

For McDonald's: Mean = 1.45

Variance:

For Burger King: Variance = 0.0715

For McDonald's: Variance = 0.1093

Pooled Variance:

Pooled Variance = 0.0904

Hypothesized Mean Difference:

Hypothesized Mean Difference = 0 (no difference assumed)

Degrees of Freedom (df):

Degrees of Freedom = 12

t Statistic:

t Statistic = -3.7783

p-values:

P(T<=t) one-tail = 0.0013

P(T<=t) two-tail = 0.0026

t Critical Values (for alpha = 0.05):

t Critical one-tail = ±1.7823

t Critical two-tail = ±2.1788

Interpretation:

The t-test is used to determine whether there is a significant difference between the means of two independent groups. Here, the two groups represent Burger King and McDonald's.

The t Statistic (-3.7783) indicates the difference between the means of the two groups relative to the variability within the groups.

The p-value (0.0013 for one-tail, 0.0026 for two-tail) represents the probability of observing such extreme results if the null hypothesis (no difference between means) were true.

Since the p-value is less than the significance level (commonly 0.05), we reject the null hypothesis.

This suggests that there is a significant difference between the average values of Burger King and McDonald's, with the difference favouring McDonald's.

The negative t Statistic indicates that the mean value of McDonald's is higher than that of Burger King.

Debt to equity ratio:

t-Test: Two-Sample Assuming Equal Variances

	Burger king	MacDonalds
	2.33	*1.45*
Mean	1.745714286	1.137142857
Variance	0.446428571	0.32682381
Observations	7	7
Pooled Variance	0.38662619	
Hypothesized Mean Difference	0	
Df	12	
t Stat	1.831048914	
P(T<=t) one-tail	0.046011094	
t Critical one-tail	1.782287556	
P(T<=t) two-tail	0.092022187	
t Critical two-tail	2.17881283	

Based on the provided t-test results:

Mean Values:

For Burger King: Mean = 2.33

For McDonald's: Mean = 1.45

Variance:

For Burger King: Variance = 0.4464

For McDonald's: Variance = 0.3268

Pooled Variance:

Pooled Variance = 0.3866

Hypothesized Mean Difference:

Hypothesized Mean Difference = 0 (no difference assumed)

Degrees of Freedom (df):

Degrees of Freedom = 12

t Statistic:

t Statistic = 1.8310

p-values:

P(T<=t) one-tail = 0.0460

P(T<=t) two-tail = 0.0920

t Critical Values (for alpha = 0.05):

t Critical one-tail = ±1.7823

t Critical two-tail = ±2.1788

Interpretation:

The t-test results indicate whether there is a significant difference between the means of two independent groups (Burger King and McDonald's).

The t Statistic (1.8310) shows the difference between the means of the two groups relative to the variability within the groups.

The p-value (0.0460 for one-tail, 0.0920 for two-tail) represents the probability of observing such extreme results if the null hypothesis (no difference between means) were true.

Since the p-value is less than the significance level (commonly 0.05) for the one-tail test, we reject the null hypothesis.

This suggests that there is a significant difference in the average values of Burger King and McDonald's, with the difference favoring Burger King.

The positive t Statistic indicates that the mean value of Burger King is higher than that of McDonald's.

Interest coverage ratio:

t-Test: Two-Sample Assuming Equal Variances

	Burger king	MacDonalds
	2.34	*2.11*
Mean	3.234285714	3.012857143
Variance	0.882561905	0.72102381
Observations	7	7
Pooled Variance	0.801792857	

Hypothesized Mean Difference	0
Df	12
t Stat	0.462632979
P(T<=t) one-tail	0.325952024
t Critical one-tail	1.782287556
P(T<=t) two-tail	0.651904048
t Critical two-tail	2.17881283

Based on the provided t-test results:

Mean Values:

For the first sample: Mean = 2.34

For the second sample: Mean = 2.11

Variance:

For the first sample: Variance = 0.8826

For the second sample: Variance = 0.7210

Pooled Variance:

Pooled Variance = 0.8018

Hypothesized Mean Difference:

Hypothesized Mean Difference = 0 (no difference assumed)

Degrees of Freedom (df):

Degrees of Freedom = 12

t Statistic:

t Statistic = 0.4626

p-values:

P(T<=t) one-tail = 0.3259

P(T<=t) two-tail = 0.6519

t Critical Values (for alpha = 0.05):

t Critical one-tail = ±1.7823

t Critical two-tail = ±2.1788

Interpretation:

The t-test results indicate whether there is a significant difference between the means of two independent groups (sample 1 and sample 2).

The t Statistic (0.4626) shows the difference between the means of the two groups relative to the variability within the groups.

The p-value (0.3259 for one-tail, 0.6519 for two-tail) represents the probability of observing such extreme results if the null hypothesis (no difference between means) were true.

Since the p-value is greater than the significance level (commonly 0.05) for both one-tail and two-tail tests, we fail to reject the null hypothesis.

This suggests that there is no significant difference in the mean values of sample 1 and sample 2.

The t Statistic being close to zero further supports this conclusion, indicating a lack of substantial difference between the means.

Assets turnover ratio:

t-Test: Two-Sample Assuming Equal Variances

	1.45	*2.33*
Mean	0.961428571	1.408571429
Variance	0.052314286	0.296714286
Observations	7	7
Pooled Variance	0.174514286	
Hypothesized Mean Difference	0	
Df	12	
t Stat	-2.00246451	
P(T<=t) one-tail	0.034179381	
t Critical one-tail	1.782287556	
P(T<=t) two-tail	0.068358762	
t Critical two-tail	2.17881283	

Based on the provided t-test results:

Mean Values:

For the first sample: Mean = 1.45

For the second sample: Mean = 2.33

Variance:

For the first sample: Variance = 0.0523

For the second sample: Variance = 0.2967

Pooled Variance:

Pooled Variance = 0.1745

Hypothesized Mean Difference:

Hypothesized Mean Difference = 0 (no difference assumed)

Degrees of Freedom (df):

Degrees of Freedom = 12

t Statistic:

t Statistic = -2.0025

p-values:

P(T<=t) one-tail = 0.0342

P(T<=t) two-tail = 0.0684

t Critical Values (for alpha = 0.05):

t Critical one-tail = -1.7823

t Critical two-tail = ±2.1788

Interpretation:

The t-test results indicate whether there is a significant difference between the means of two independent groups (sample 1 and sample 2).

The t Statistic (-2.0025) shows the difference between the means of the two groups relative to the variability within the groups.

The p-value (0.0342 for one-tail, 0.0684 for two-tail) represents the probability of observing such extreme results if the null hypothesis (no difference between means) were true.

Since the p-value is less than the significance level (commonly 0.05) for both one-tail and two-tail tests, we reject the null hypothesis.

This suggests that there is a significant difference in the mean values of sample 1 and sample 2.

The negative t Statistic indicates that the mean of sample 1 is lower than the mean of sample 2.

Chapter – 4

Findings , limitations ,

suggestion

4.1 Findings:

Liquidity Ratios Both Burger King and McDonald's have seen fluctuations in their current and quick ratios over the years.

McDonald's generally maintains higher liquidity ratios compared to Burger King, indicating a stronger ability to cover short-term obligations.

Fluctuations in liquidity ratios could be influenced by factors such as changes in market conditions, competitive dynamics, and economic factors.

Solvency Ratios Debt-to-equity ratios for both companies have varied over time, indicating changes in their capital structure and reliance on debt financing.

Burger King's debt-to-equity ratio has been generally higher than McDonald's, suggesting a higher level of financial leverage.

Market share trends also exhibit fluctuations, influenced by factors like consumer preferences, marketing strategies, and external events like the COVID-19 pandemic.

Interest Coverage Ratio Both Burger King and McDonald's show fluctuations in their interest coverage ratios over the years.

Generally, both companies maintain interest coverage ratios above 2, indicating a strong ability to meet interest obligations.

Fluctuations in interest coverage ratios could be attributed to variations in earnings before interest and taxes (EBIT) and interest expenses.

Asset turnover ratios for both companies fluctuate over time, indicating variations in their efficiency in utilizing assets to generate revenue.

McDonald's generally exhibits higher asset turnover ratios compared to Burger King, suggesting more efficient asset utilization.

Market dynamics, including changes in consumer behaviour and competitive pressures, may influence fluctuations in asset turnover ratios.

Overall Implications The financial performance and stability of Burger King and McDonald's are influenced by various internal and external factors, including liquidity, solvency, market share, and operational efficiency.

Understanding these financial metrics and market dynamics can help stakeholders, including investors and management, make informed decisions and devise strategies to maintain or improve competitive positions.

Both companies may need to adapt their strategies in response to changing market conditions, consumer preferences, and industry trends to sustain growth and profitability.

Recommendations for Further Analysis Conducting a more detailed analysis of factors driving fluctuations in financial ratios and market share, such as consumer preferences, competitive positioning, and economic conditions.

Exploring long-term trends and patterns to identify potential areas for strategic improvement and growth opportunities.

Comparing the performance of Burger King and McDonald's with industry peers to benchmark against industry standards and best practices.

4.2 Limitations:

Data Completeness and Accuracy: Ensure that the financial data used for calculations, such as current assets, current liabilities, total debt, equity, interest expenses, and total revenue, are accurate and complete. Any inaccuracies or missing data points could affect the reliability of your analysis and conclusions.

Time Period Consideration: The analysis covers financial data from multiple years, but it's essential to consider whether this time frame is sufficient to capture long-term trends accurately. Including additional years or analyzing trends over a more extended period could provide a more comprehensive understanding of financial performance.

Comparative Analysis: While your analysis compares the financial ratios of Burger King and McDonald's, it's crucial to consider other factors that may influence these ratios, such as industry norms, economic conditions, and regulatory changes. Conducting a more in-depth comparative analysis with industry benchmarks or peer companies could provide additional context.

Assumptions and Interpretations: Be transparent about any assumptions made during the analysis and interpretations of the results. Clearly state the rationale behind your interpretations and acknowledge any potential limitations or uncertainties in the data.

External Factors: Acknowledge the influence of external factors, such as the COVID-19 pandemic, changes in consumer preferences, and competitive dynamics, on the financial performance of Burger King and McDonald's. These external factors may have had significant impacts on the companies' operations and financial metrics, which should be considered in your analysis.

Future Outlook: While the analysis provides insights into historical trends, consider discussing the potential future outlook for Burger King and McDonald's based on emerging market trends, strategic initiatives, and industry forecasts. Speculating on future performance can add depth to your analysis and provide stakeholders with valuable insights for decision-making.

4.3 Suggestion:

Introduction:

Provide an overview of liquidity, solvency, and financial ratios.

Briefly introduce Burger King and McDonald's and the importance of analyzing their financial health.

liquidity ratios, specifically the current ratio and quick ratio.

Present the calculation and interpretation of ratios for Burger King and McDonald's.

Include trends and potential influencing factors affecting liquidity.

Solvency Analysis focusing on the debt-to-equity ratio and interest coverage ratio.

Discuss the calculations and interpretation of these ratios for both companies.

Highlight trends, comparative analysis, and factors influencing solvency.

Asset Turnover Analysis ratio and its significance in evaluating operational efficiency.

Present the calculation and interpretation of asset turnover ratios for Burger King and McDonald's. Discuss trends, comparative analysis, and potential influencing factors.

Trend Analysis observed in liquidity, solvency, and asset turnover ratios for both companies over the years. Highlight any notable patterns or fluctuations and discuss possible reasons behind them.

Statistical Analysis Include the results of the t-tests comparing various financial metrics between Burger King and McDonald's. Interpret the findings and discuss their implications for each company's financial health.

Chapter – 5

Recommendation & conclusion

5.1 Recommendation:

Current Ratio Analysis Highlight the trend analysis of the current ratio for both Burger King and McDonald's over the years.

Emphasize the interpretation of the current ratio values, indicating whether each company is comfortably covering short-term obligations or facing potential liquidity issues.

Compare the current ratios of Burger King and McDonald's to assess their relative liquidity positions.

Provide insights into potential influencing factors driving changes in the current ratio.

Quick Ratio Analysis Discuss the trend analysis of the quick ratio for both companies and how it differs from the current ratio.

Interpret the quick ratio values to assess each company's liquidity position, excluding inventory and prepaid expenses.

Compare the quick ratios of Burger King and McDonald's to evaluate their ability to meet short-term obligations with liquid assets.

Explore factors contributing to variations in the quick ratio over time.

Debt to Equity Ratio Analysis Analyze the trend of the debt-to-equity ratio for Burger King and McDonald's to understand their capital structures.

Interpret the ratio values to determine the level of financial leverage for each company.

Compare the debt-to-equity ratios to assess the relative financial risk associated with debt financing.

Discuss potential implications of the debt-to-equity ratios on the financial stability and growth strategies of Burger King and McDonald's.

Interest Coverage Ratio Analysis Evaluate the trend of the interest coverage ratio for both companies to gauge their ability to fulfill interest obligations.

Interpret the ratio values to assess the financial soundness of Burger King and McDonald's.

Compare the interest coverage ratios to understand which company has a more robust financial position.

Discuss potential implications of the interest coverage ratios on each company's ability to service debt and manage financial risk.

Asset Turnover Ratio Analysis Analyze the trend of the asset turnover ratio to assess the efficiency of asset utilization by Burger King and McDonald's.

Interpret the ratio values to determine how effectively each company is generating revenue from its assets.

Compare the asset turnover ratios to identify differences in operational efficiency between Burger King and McDonald's.

Discuss potential factors influencing variations in the asset turnover ratio and their implications for business performance.

Based on the analysis, provide recommendations for Burger King and McDonald's to improve their financial performance and operational efficiency.

Suggest strategies for enhancing liquidity, managing debt levels, optimizing asset utilization, and strengthening financial stability.

Consider external factors such as market conditions, consumer preferences, and competitive dynamics when formulating recommendations.

Highlight the importance of ongoing monitoring and adjustment of financial strategies to adapt to changing business environments.

5.2 Conclusion:

Current Ratio McDonald's consistently maintains a higher current ratio compared to Burger King, indicating better liquidity and ability to cover short-term obligations.

Both companies generally have current ratios greater than 1, suggesting they can comfortably meet their short-term liabilities.

Quick Ratio Similar to the current ratio, McDonald's consistently outperforms Burger King in terms of quick ratio, indicating stronger liquidity.

Both companies tend to maintain quick ratios above 1, indicating sufficient liquid assets to cover short-term liabilities, excluding inventory.

Debt to Equity Ratio Burger King has a higher average debt to equity ratio compared to McDonald's, indicating higher reliance on debt financing.

Both companies' ratios fluctuate over the years, but Burger King generally maintains a higher ratio, suggesting higher financial leverage.

Interest Coverage Ratio Both Burger King and McDonald's exhibit adequate interest coverage ratios, with McDonald's having a slightly higher average.

The ratios indicate that both companies have ample earnings to cover interest expenses, reducing the risk of default.

Asset Turnover Ratio McDonald's consistently demonstrates a higher asset turnover ratio compared to Burger King, indicating more efficient asset utilization.

Both companies' ratios fluctuate, suggesting varying levels of revenue generation relative to their asset bases.

Overall, McDonald's appears to have a stronger financial position and operational efficiency compared to Burger King based on the analysed ratios. However, both companies experience fluctuations in their financial performance, influenced by various factors such as market dynamics, competitive pressures, and economic conditions.

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Here's a sample bibliography for your project:

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This textbook provides comprehensive coverage of financial management concepts, including liquidity ratios, solvency ratios, and profitability ratios.

Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2017). Essentials of corporate finance. McGraw-Hill Education.

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This book offers insights into financial reporting and analysis techniques, which are essential for understanding and interpreting financial statements.

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Brealey, R. A., Myers, S. C., Allen, F., & Mohanty, P. (2017). Principles of corporate finance. McGraw-Hill Education.

This book covers fundamental principles of corporate finance, including topics related to capital structure and financial ratios.

Investopedia. (n.d.). Financial Ratio Analysis. Retrieved from [URL]

Investopedia provides comprehensive articles and resources on financial ratio analysis, which can be helpful for understanding the concepts and applications discussed in your project.

Google

Website of burger king and macdonals

Major Project Report
on

<u>"Impact of covid-19 on online food delivery service"</u>

Submitted in partial fulfillment of the requirements
for the award of the degree of

Bachelor of Business Administration (BBA)

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:	Submitted by:
Dr. Ruchi Malhotra	Kshitiz
Assistant Professor	07880001721
	Batch: BBA VI 2021-24

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Certificate

I, **Mr. Kshitiz**, Roll No. **07880001721** certify that the Project Report/Dissertation (Paper Code BBA-312) entitled "**Impact of covid-19 on online food delivery service**" is done by me and is an authentic work carried out by me at **Gitarattan International Business School**. The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature:

Date:

Certified that the Project Report/Dissertation (BBA-312) entitled "**Impact of covid-19 on online food delivery service**" done by **Mr. Kshitiz**, Roll No.**07880001721**, is completed under my guidance.

Signature of the Guide

Date:

Name of the Guide: Dr. Ruchi Malhotra

Designation: Assistant Professor

Countersigned
Director/Project Coordinator

Acknowledgement

The Major Project has been prepared regarding the study on impact of covid-19 on online food delivery service. To all whose ideas were helpful in preparing the project, I express my sincere thanks. I am grateful to my guide *Dr. Ruchi Malhotra* for giving me ideas, inspiration and motivation in preparation of this project. I am also thankful to my family members, friends, company heads, mentors, library staff for helping me throughout my project.

Kshitiz

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Executive summary

In this project I have discussed the online food delivery service in India, how online food delivery service work in India, and how it affected by the covid-19 pandemic in India. So, the online food delivery in India is very huge and diverse in nature, as in India the majority of people are young and they are working and also have limited time so they mainly use online food delivery service nowadays. The online food delivery service in India was estimated at 97 billion dollars in 2018 and it is expected to increase to 250 billion dollars this year. In this project we will discuss about online food delivery service in India before pandemic and how it changed in pandemic.

In today's COVID hit world all business small or large has taken a hit either positively or negatively. Furthermore, the lockdown imposed due to coronavirus also caused people to switch to online buying of groceries and essentials. This study will focus on the willingness, acceptance, and changes in the pattern of people to online delivery related to food items and edibles. In this study secondary data has been used from past researches conducted by various researchers and different papers from various authors have been reviewed to make this paper successful. The study includes almost every factor to study the impact of coronavirus on acceptance of food items home-delivered.

The Covid-19 pandemic is one of the major worldwide crises in the 21st century. The pandemic has caused a significant impact on different parts of the world. This paper will focus on the effects of the Covid-19 pandemic on the online food delivery industry. The effects are divided into several parts: company's performance, industry's development, and further development. The analysis will be made by comparing the data collected from companies in the online food delivery industry. As a result, there are both positive and negative effects where the pandemic provided a suitable condition for online food delivery companies to promote their service.

Also, the pandemic attracted more new users to utilize the industry. However, the negative impact is that the pandemic may trigger the acceleration of market saturation and reduce the market potential. Moreover, suggestions are given to the government and companies to improve the industry under the effects. This study aimed to evaluate changes in food ordering patterns among youths in China after the COVID-19 outbreak.

2020 via social media platforms in China among more than 10,000 youth participants at 3 educational levels. Participants reported their basic sociodemographic characteristics, weight status, and lifestyles including food ordering patterns. This major project is related to my own experience which I have gained by doing this research.

CHAPTER-1
INTRODUCTION

OVERVIEW OF THE INDUSTRY

Food delivery has now become an integral part of the urban lifestyle. And that's why almost the entire day those delivery agents can be seen riding their bikes, carrying the orders, sporting their company T-shirt and a cap. It is observed that one-third of Americans order food online at least twice a week.
Food delivery service is somewhat similar to courier service in which the ordered food is delivered from the restaurant to the customer either by the restaurant's staff or by delivery agents of a food ordering company. This obviously depends on the medium through which a customer places his/her order. Orders can be placed over a call, mobile apps and through web-portals of a restaurant directly, or through restaurant aggregator apps. Often a flat delivery fee is charged to the customer and at times even that is waived off, depending on the order volume. Post pandemic outbreak, contactless delivery has come into practice nowadays.

TYPES
MEAL DELIVERY

A meal delivery service (MDS) is a service that sends customers fresh or frozen prepared meals delivered to their homes and offices. These services individually package pre-portioned meals to assist with eating a healthy diet. These services cook and prepare meals for customers. Meals may come in small Tupperware containers and are often labeled with nutritional information. There are also many options for specific diet types like vegetarian and vegan. These services often operate on a subscription business model rather than by individual order as in pizza delivery or with the broader category of online food ordering.
An alternate type of meal delivery service is a meal kit, which distributes ingredients and recipes that customers prepare themselves.
Meal delivery orders are typically on demand, intended to be eaten right away, and include hot, already-prepared food. While some service providers offer subscription services, ordering for delivery usually involves contacting a local restaurant or chain by telephone or online. Online ordering is available in many countries, where some stores offer online menus and ordering. Since 1995, companies such as Waiter.com have their own interfaces where customers order food from nearby restaurants that have partnered with the service. Meal delivery requires special technology and care, since the food items are already cooked and prepared, and can be easily damaged if dropped, tilted, or left out for long periods of time. Hot bags are often used to keep food warm. They are thermal bags, typically made of vinyl, nylon, or Cardura, that passively retain heat.
In Mumbai, dabbawallas deliver hundreds of thousands of lunches (tiffin) to paying subscribers every workday through a system of rail and bicycle links. The lunches are sent in tiffin carriers, and are prepared in the late morning by either a restaurant or family member (typically a wife for a working husband, since many families still follow traditional asymmetrical gender roles). The

tiffins are then returned either in the afternoon or the next day by the same system.
In the Philippines, most commonly delivered meals are from fast food chains like Jollibee, McDonald's, Pizza Hut, Shakey's, KFC, etc. Orders are being done through their delivery websites, mobile apps, or by phone. Time of delivery usually takes around 30 to 45 minutes.
In China, consumers mainly place food delivery orders via smartphone apps, with the number of users approaching 500 million people as of 2020. The transaction scale of China's food delivery market is expected to eventually surpass US $129.17 billion, an increase of 14.8% year-on-year.
Delivery of ingredients
Community-supported agriculture schemes work on a subscription box model, where a box of vegetables, dairy product, fish, or meat is delivered periodically from a local vendor.
Various meal kit delivery subscription services have started in Europe and North America since 2007. These typically have pre-measured ingredients designed for accompanying recipes.

Grocery delivery

Grocery delivery companies will deliver groceries, pre-prep or pre-made meals, and more to customers. The companies work with brick-and-mortar store or their own line of grocery items. These orders are typically larger and more expensive than normal meal deliveries, and are often not meant to be eaten right away, rather they are to replace items someone has run out of, like flour or milk. They are almost always done online, and typically take at least one day to deliver, though some companies offer same-day delivery. Many delivery services are required to offer delivery within two hours because frozen and fresh foods must be delivered before they spoil.
Grocery delivery differs greatly from meal delivery in the sense that it is usually sent as a parcel through common mailing services like USPS or FedEx, if it is only non-perishables. Since non-perishable items are normally packaged before arriving at grocery stores, they can easily be repackaged and delivered to customers without any special care. Sometimes, dry ice is added to keep perishable items fresh. Fresh and frozen foods complicate delivery which is done, usually by store/provider employees or third-party services.
The grocery delivery business emerged, with hundreds of niche delivery companies springing up offering a variety of different services from weekly grocery restock to pre-planned, pre-measured family meals to simplify cooking. Online retailer giants have hopped on board too. Amazon.com, for example, offers Amazon Fresh delivery service. Amazon purchased Whole Foods Market in 2017,[15] and by 2018 Amazon had added Whole Foods items to its Prime Now service, for 2-hour delivery in certain markets.
According to Forbes, grocery stores should deliver their own groceries to help prevent third party, part-time, non-store deliverers from becoming the 'face' or brand image of their local grocer. Limitations of having to pick and deliver groceries within a short period of time need to be remedied to allow for more flexibility to enable more deliveries to be more efficiently routed. Frozen and fresh food refrigeration units inside the store and the delivery vehicle, as well as lockable, consumer refrigeration boxes at the consumers home will be a solution that allows the groceries to be delivered at any time, further relieving delivery issues. This scenario will allow more local grocers to deliver with employees’ vs outside delivery services.

HISTORY OF O N L I N E FOOD DELIVERY SERVICE

1890s: Dabbawallas deliver lunch to workers in India
Established in 1890 and Dressed in a traditional white outfit and wearing the traditional Gandhi Cap, the strong army of around 5,000 Dabbawallas deliver food to Mumbaikar with home-cooked food that is delivered from home to the office every day. They are the people who make sure that 2,00,000 people get their lunch on time at their offices or schools every day from home. Their operations are so efficient that world personalities like Prince Charles and Richard Bradstone have visited them. They have been invited for lectures at business schools. They are even said to be six sigma compliant. Around 125 years ago, a Parsi banker desired to have home-cooked foodin the office. He gave this job to the 1st ever Dabbawalla. This idea picked up and the concept started becoming popular due to the visionary effort of Mahadeo Havaji Bacchae who saw this as an opportunity and started the lunch delivery service. A Dabba is simply a tiffin box carrying home-cooked food, which is to be delivered from the home to a person to his office or school.
A dabbawalla is a person who takes home-cooked food from your home to your office or school. This may all sound simple, but imagine doing this in one of the most densely populatedcities in the world. The dabbas wallas have high accuracy rates, and their error rate is 1 in a million only. Even more impressive is that all the dabbawallas are somewhat illiterate and haveno use of any technology. The only motorized transport used is the Mumbai local train. Other than this, they make use of hand-drawn carts or bicycles.

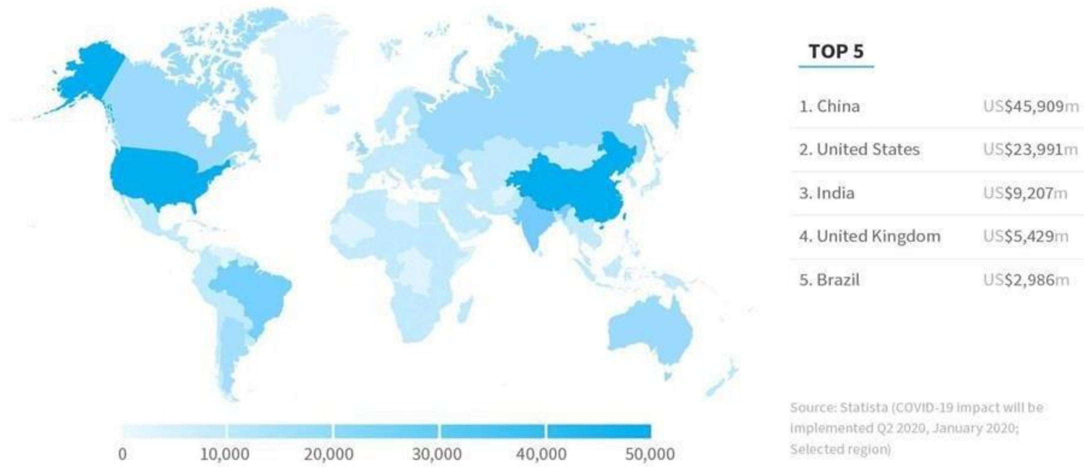
The dabbas or the lunch boxes have a color-coding scheme that ensures that it reaches the right destination. The structure of this organization is flat. Ithas just three levels. Firstly, the governing body, second-team lead, and third the dabbawallas themselves. Everyone is an equal shareholder in the organization. There are no bosses, and the earnings are equally divided. Everyone has to work for the team. If one person works less, the entire squad earning is affected. All the dabbas come from the same warfarin sect, and whenever replacement is required, the villages that have this sect are approached for replacement. To join this organization as a dabbawalla, the dabbawallas have to bring a few things: a long
wooden crate, two bicycles, and Rs. 20 for the Gandhi cap they wear. You can avail of thisDabba service as low as around Rs.700 per month.

Online food delivery industry around the world

Major players in the online food delivery services market are takeaway.com, Doodahs, Deliveroo, Uber eats, Zomato, Swiggy, Domino's pizza, Grub hub, food panda, and just eat.
The global online food delivery services market is expected grow from $115.07 billion in 2020 to $126.91 billion in 2021 at a compound annual growth rate (CAGR) of 10.3%. The growth is mainly due to the companies resuming their operations and adapting to the new normal while recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The market is expected to reach $192.16 billion in 2025 at a CAGR of 11%.

The global online food delivery services market covered in this report is segmented by type into platform-to-customer, restaurant -to-customer; by channel type into websites, mobile applications and by payment method into cash on delivery, online payment.
Cost of supply chain and logistics will be the key restraint for the online food delivery services market. This cost includes the cost incurred for order fulfilment, delivery cost, adjusting business resources to dynamic market demand and last-mile connectivity. Besides, there are costs of cardboard boxes for packaging, gas, mileage and the cost for hiring a driver. The supply chain and logistics has to be in place in order to avoid the spoilage of products with limited shelf life. According to the report by Capgemini, in 2019, the retailers could lose up to 26% of their profit if they fail to upgrade their logistics system to ensure on-time delivery despite the increased online grocery system. Therefore, the costs incurred by the supplier side may restrain the growth of the online food delivery services market.
In January 2020, Zomato, an Indian online food delivery services company, has acquired Indian operations of Uber Eats for $350 million in an all-stock transaction. The combined entity of Zomato and Uber Eats India is expected to corner more than a 50-55% market share in terms of the number and value of orders. Uber Eats is an online food delivery services vertical of Uber, a US-based ride-hailing company

Food delivery industry around world



Like we can see the world map and in this it shows the global online food delivery market and it is increasing day by day around the world. After the covid 19 the food delivery industry is increased very much. We are having the top 5 world region who's having the maximum food delivery service in their country. The China is having the highest food delivery service it got US$45,909M and after that the USA is having US$23,991M. India is also having good food delivery service it got US$9,207M. The UK is having US$5,429M and last, we talk about the Brazil who got US$2,986M.

ONLINE FOOD DELIVERY INDUSTRY IN INDIA

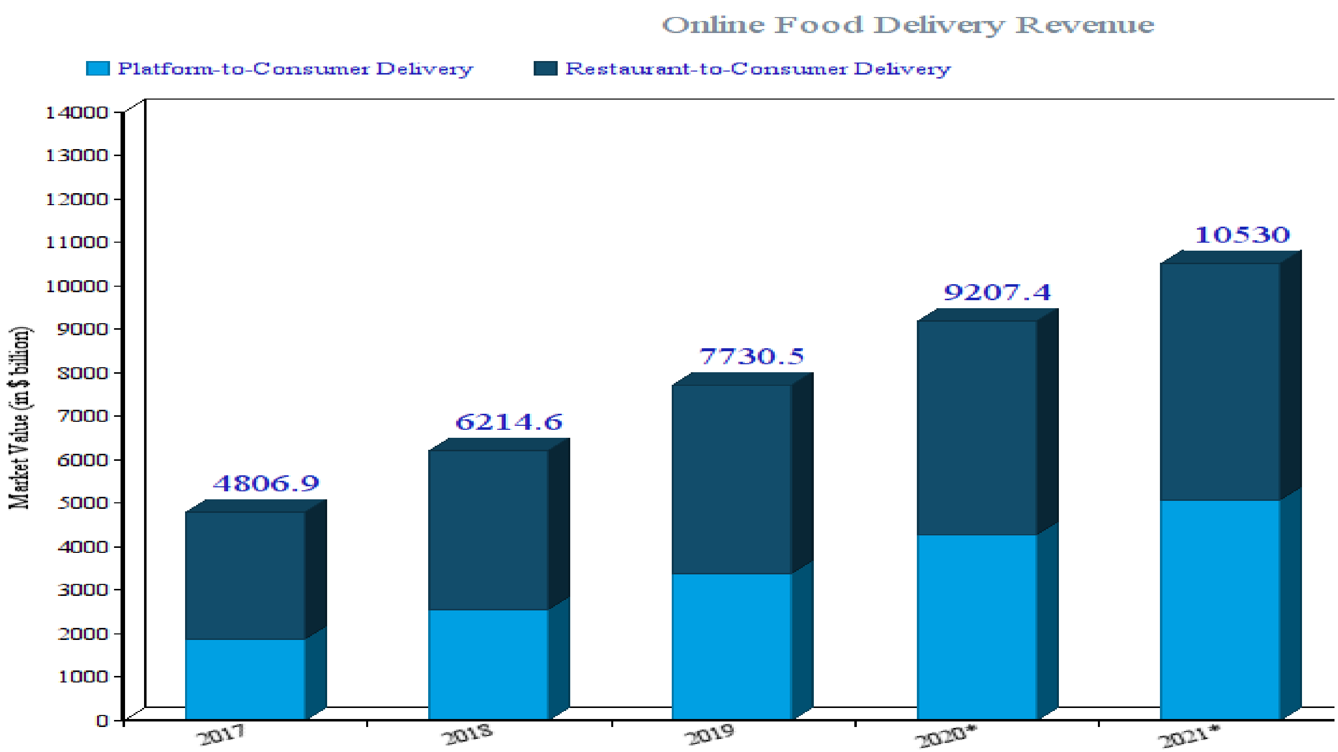
The Indian food market is massive. As of 2019, the organized food market that includes restaurants was worth $22 billion, of which online food delivery only made up about 15%. That shows the huge growth potential of the online food delivery sector in the country. In 2020, India's online food delivery market was valued at approximately $5 billion. The COVID-19 pandemic helped grow the sector, and it's expected to reach about $21 billion by 2026 at a CAGR (compound annual growth rate) of nearly 30%. Growth is mainly concentrated in large cities such as Mumbai, Delhi, and Bangalore.

The top 7 to 10 cities make up about 70% of the business. The remaining 490 cities fill in the rest but are growing. In the past six months, these smaller cities have seen business double. We've seen an aggressive movement of people to smaller cities, and with the hesitancy of online food ordering decreasing, smaller cities are rapidly accelerating. There's a lot more awareness in these places that people can get food delivered instead of going to a restaurant. Older parents, who are not the original target generation, are starting to place orders. More delivery-oriented brands are seeing opportunities to open.

Currently, the space is dominated by Zomato and Swiggy, and their market share is too close to call a winner at this point. For the past few months, Amazon has been operating in Bangalore — it's currently a sub 1% player in the market.

Swiggy's strategy is being the king of convenience. The company is looking for other things to be delivered to customers quickly and to offer convenience — hence why it expanded to grocery concierge services. The publicly stated vision of Zomato, which started out as a restaurant discovery platform, is that it wants to be a farm-to-fork company, with online food delivery being a big part of it. It's also launched a B2B grocery service for restaurants to get them integrated into its network.

At their heart, these businesses are very simple. There's a customer acquisition funnel; a certain percentage of them will be retained or reactivated monthly. The market has seen acquisition costs as low as 200 rupees and as high as 4,100 rupees, with a large chunk of them in the 200- 500 range. As the industry penetrates deeper, that number might increase, because while it's easier and cheaper to acquire the early adopters, the subsequent users will require more investment to convert.



ONLINE FOOD DELIVERY INDUSTRY AROUND THE WORLD

Types of Food Delivery Services

With a surge in demand, food delivery services globally have now been under the spotlight. From winning customers to understanding them, a paradigm shift in the approach of food delivery services is also underway. Understanding those four distinct types of food delivery services hence is essential.

1) Restaurant Prepared Food Delivery-

This is a kind of on-demand delivery service that has disrupted the traditional market. Social media mentions of such delivery services have skyrocketed in recent times, more so due to COVID19 outbreak. Three basic components of a meal experience – ordering, cooking and delivering are managed. While few handles all the three basic operations, most are into accepting orders, passing it on to partner restaurants and then delivering it to the customers. Companies like JustEat, Grub Hub, Food Panda have partnered with restaurants and then deliver the food to the customers. Whereas fast food chains like PizzaHut, Domino's McD do it all by themselves or even engage third-party apps to receive orders and get it delivered.

2) Meal Kits Delivery
Companies like Blue Apron, freshly are catering to this segment. Expected to reach USD 20 billion by 2027 as per Grand View Research, this is mainly opted by busy and overworked families. Meal kit offerings have two options – heat and eat, cook and eat. Fresh, healthy, relatable meals can only resonate with customers who mostly face slot delivery issues currently.

3) Grocery Delivery-
Grocery delivery business has seen a sudden spike during the pandemic and will continue with its growth in the next couple of years. Mostly the business starts with either a web portal or app and delivers groceries to the customers from a warehouse or offline store where the items are stocked. At times, an online grocery marketplace is created by joining hands with few local grocery producers/retailers who would eventually use the platform to sell their products on the marketplace. Companies like Peapod and Instacart are mainly leading the segment.

4) Veggie Box Delivery
Vegetable box subscriptions are on the rise nowadays. These can range from Community-Shared Agriculture boxes (CSA boxes) to corporate equivalent which are branded boxes of vegetables and fruits. During the lockdown months, over 500 British vegetable box providers, with waiting lists ranging from 160 to 6,700 customers, delivered 3.5 million boxes of fresh produce to homes, that's more than double their usual sales. Popular UK vegetable box suppliers, such as Farm drop and Riverford, had to introduce online queues due to surged demands. The USA based Farmers Box and Misfits Market also registered large spikes in their sales of veg boxes during the pandemic outbreak.

Key Food Delivery Challenges
With more and more customers opting for ordering food online, the evolving market place is rapidly becoming very competitive and challenging. Identifying these challenges and addressing them aptly will help businesses stay afloat. Let's take a look at those critical challenges faced by the current players in food delivery space.

1. The Shift in Customer Preferences -
Increasing the market share by offering the best possible value to customers at the best possible cost should be the main focus of the food delivery business. The existing players have elevated the marketing game to such a level that customers are spoilt for choice even as competition is northbound, thereby making customer base unstable and affecting brand loyalty. In pursuit of controlling customer attrition, food delivery businesses are deploying marketing strategies and tactics to increase engagement and spread the word-of-mouth.

2. Fluctuating Market Prices

Prices for raw materials to prepare food is also highly volatile. In this kind of scenario, getting the right price and grabbing customer attention is a huge challenge. High operating costs further add up to the worry and thus affects profitability.

3. Adhering to Quality Standards

The massive surge in online orders makes businesses strive for maintaining food quality standards. There will always be a difference in the food that is freshly served at the restaurant versus the one delivered at doorsteps after travelling a few minutes and hence, companies should find new ways to address the same.

4. Improper Handling of Food

Mishandling of ordered food items is the biggest challenge faced by the industry currently. Only a handful of companies have proper measures in place to address the issue. Hygiene issue turns away a lot of customers, so should be handled with care. Providing proper training to the ground staffs are important and companies should invest in doing so.

5. Logistical Challenges

A major chunk of the business depends on how efficiently the logistics work to cater to a wider geography. Allocating the right staff, the right number of vehicles remains key while ensuring proper quality of the food. Last-mile delivery plays a key role and companies should pay attention to it for churning out happy customers.

IMPORTANCE OF FOOD DELIVERY-

Current lifestyle and pace of life have made it a bit difficult for double-income households to cook a proper meal. Also, the lack of time due to a hectic office schedule further makes it impossible to go out for dinner and lunch. And in this kind of scenario only food delivery services can be a true saviours. During the lockdown, it has been a boon too many to get food delivered at their doorsteps. Some of the advantages of food delivery service are listed below.

1) Wider Variety

Food delivery service gives a plethora of options to choose from at the comfort of your home. You can choose your favourite cuisine from a wide range of restaurants. Be it an appetizer, main course or desserts, be it Chinese or Italian or Indian, you get to choose them easily. You can also compare the prices and popularity rating of the restaurants before ordering. It is easy to order and the transparency in the transaction also acts advantageously.

2) Cost efficiency for Customers

It is cost-effective to order food, the reason is that you cut on your travelling expense and time. Moreover, you can avail the deals and discounts that further reduce the expenses. As compared to dining-out, calling in for food at home is more affordable.

3) Easily Accessible
Just a smartphone with Android or iOS is needed that supports the app. Rest all is just a click away. Tutorial videos are also available to enable you to get a hang of things.

4) Varied Modes of Payment
Making a payment is quite convenient while placing an order for food delivery services. You get a choice of paying either by cards, net-banking, digital wallets, or even by COD (cash on delivery). The payment gateways are secured with valid certification and hence is safe to use.

5) Guaranteed secure deliveries
When all the food delivery companies are busy wooing customers, a small error in losing or misplacing a package can cause huge damage in reputation leaving the irked customer to badmouth. However, real-time tracking can come handy to ensure the safety and traceability of the parcel that leaves the kitchen. Also, customers will be able to understand the reason for the delay based upon the location of the package by improving the options for tracking the carriers automatically offering a warranty for safe delivery. Having a local warehouse at every delivery point is essential to ensure the safety of the products while they are in storage.

6) Enabling Automatic Dispatch
Through real-time tracking software, the products can be automatically dispatched with minimum manual intervention. The software automatically assigns the driver and delivery agents for every single package using a specific algorithm. From the dispatch till delivery, the entire operation is processed through these algorithms to maintain speed. During the current pandemic condition, this process helped practice social distancing. This system also allows the customers to know the date and time of delivery beforehand along with further information on the delay if any.

Some online food delivery services companies:

ZOMATO
Zomato is an Indian restaurant aggregator as well as an online food delivery apps. After the acquisition of UberEATS Indian operations, undoubtedly Zomato has become the largest food giant. Apart from food delivering it also provides information, menu, and user reviews about a restaurant. Hygiene and quality are the two things the app keeps a check on. Amid the COVID lockdown, Zomato has also moved towards grocery delivery.

SWIGGY

Swiggy is one of the best online food delivery apps in India. The fast delivery of food is what catches everyone's eye, who doesn't want to have piping hot food? Live order tracking is one of the other high points of the app. Also, Swiggy is available in almost all cities in India. The offers and discounts are grabbing every user's attention.

UBER EATS

Uber Eats is an online food ordering and delivery platform launched by Uber in 2014.Users can read menus, reviews and ratings, order, and pay for food from participating restaurants using an application on the iOS or Android platforms, or through a web browser. Users are also able to tip for delivery. Payment is charged to a card on file with Uber. Meals are delivered by couriers using cars, scooters, bikes, or on foot. It is operational in over 6,000 cities across 45 countries.

DELIVEROO

Deliveroo is a food delivery company based in London, considering the growing opportunities in the food market in India Deliveroo started operations in India. Deliveroo receives over 20000 orders a day in the Indian markets, with a growth of 20-25% month-on-month.

GRUBHUB

Grub hub has many restaurants to choose from. The customer service is commendable; they are 24*7 available to solve all the customer queries. A great feature of Grubhub is that it allows you to find all the deals running in the nearby restaurants. Also, there some great discounts provided by Grub hub throughout the year. Potafo is a food delivery app based in Calicut, Kerala. The Keralites' love for food is the driving force behind Potato. The app focuses on connecting many local restaurants with the customers but the quality of food is not compromised. The users can check the menu, complete the order fast and enjoy some mouth-relishing food. The app also provides various offers and discounts.

CHAPTER-2
LITERATURE REVIEW

Research paper 1

Gavilan Diana; Alena Balderas; Innovation in online food delivery: Learnings from COVID-19; July 2021

The COVID-19 pandemic has forced some restaurants to shift their business models to innovative approaches in Online Food Delivery (OFD) services. This paper seeks to study the impact of innovations on OFD –new product/services– that aim to enhance the experiential value when ordering food online. Moreover, this paper analyses the willingness to order food delivery online during the COVID-19 pandemic. An experimental design survey was therefore used. This paper highlights the importance of exploiting the possibilities offered by rapid innovation that seeks to make the consumption of OFD more experiential. For restaurants, and restaurateurs, modifying, updating, pivoting, and innovating their operations in an attempt to meet the current needs of a changing customer and adapting customer experience in the time of COVID-19 and the future will be crucial

Research paper 2

Muangmee, Chiayi ; Sebastian Kott : Factors Determining the Behavioural Intention of Using Food Delivery Apps during COVID-19 Pandemics ; April 2021

The purpose of this study was to investigate the factors determining the behavioural intention of using food delivery apps (FDAs) during COVID-19 pandemics, under a case study of Bangkok, Thailand. The study was necessitated by the increased use of FDAs during the lockdown; online transactions were considered important in preventing the spread of the virus. The study used quantitative techniques involving structural equation model (SEM) to evaluate the effects of exogenous variables on endogenous variables. Primary data were collected from people who had installed and used FDAs. The findings indicated that performance expectancy, effort expectancy, social influence, timeliness, task technology fit, perceived trust, and perceived safety significantly influence the behavioural intention to use (BIU) to use food delivery apps during the COVID-19 pandemic. To this end, effort should be intensified to study and understand FDAs as it pertains to safety and usage

Research paper 3

Kyungyul Jun; Borham Yoon; Songsak Lee; Factors Influencing Customer Decisions to Use Online Food Delivery Service during the COVID-19 Pandemic; December 2021

Despite the popularity of online food delivery systems in the foodservice industry, there have been few studies into customers' decision-making process to use online food delivery services during the Coronavirus disease (COVID-19) pandemic. This study applied the technology acceptance model (TAM) to examine the factors affecting customers' intention to use online food delivery services. Results showed (a) the perceived usefulness affects customer's online food delivery usage directly and indirectly through customer attitude; (b) enjoyment and trust are also key factors determining behavior intention toward customer attitude using online food delivery services; (c) positive relationship between social influence and customer attitude; and (d) a positive relationship between customer attitude and behavior intention in the online food delivery service context. These findings provide theoretical and managerial implications that contribute to the online food delivery service industry.

This study examined the factors affecting customers' intentions to use online food delivery services by using the extended approach of the TAM. The findings of this study confirmed the significant effect of enjoyment (EJM), trust (TR), and social influence (SI) on customers' acceptance of online food delivery services. Data analysis results demonstrated that perceived usefulness (PU), EJM, and TR were determinants that positively influenced BI directly. Furthermore, PU, EJM, TR, and SI were found to have an impact on BI, with attitude (AT) serving as a mediating variable. As a result, the PU, EJM, TR, SI, and AT influence the intention to use online food delivery services. According to the path analysis, it can be concluded that the proposed model in the current study fits to explain the antecedents of online food delivery service usage intention during the COVID-19 pandemic. Four of the five proposed variables (PU, EJM, TR, SI) were found as statistically significant factors influencing customers' intention to adopt online food delivery services.

Research paper 4

Dsouza Durant, Sharma Di pasha; Online food delivery portals during COVID-19 times: an analysis of changing consumer behaviour and expectations; December 2021.

This study aims to understand the consumer behaviour in the context of online food delivery services that has become crucial for all the players in the market to meet their bottom line, especially given the fact that COVID-19 has altered the mindset of consumers. The current perception was addressed and analysed to understand the trends. So, this study examined various parameters such as e-services quality, food quality (FQ), safety measures (SM), customer satisfaction (CS) and customer loyalty (CL) in correlation to each other.

The research has indicated that FQ plays a vital role for CS which indirectly influences CL. Also, the SM adopted by a restaurant and delivery service will help retain their customer base, thus ensuring loyalty.

Research paper 5

Jingo Hwang; Hyun Joon Kim; The Effects of Expected Benefits on Image, Desire, and Behavioural Intentions in the Field of Drone Food Delivery Services after the Outbreak of COVID-19; December 2021

Food delivery services using drones have emerged, but there is not much research on it. Thus, this study was designed to examine how to form behavioural intentions based on the concept of expected benefits in the field of drone food delivery services. More specifically, this study proposed the five dimensions of expected benefits, such as compatibility, social influence, convenience, function, and emotion, have a positive influence on image. In addition, it was proposed that image has a positive influence on desire, which in turn positively affects behavioural intentions. Lastly, this study hypothesized the moderating role of gender in this process. To achieve this purpose, 343 responses were collected in South Korea. The data analysis results showed that five dimensions of expected benefits, such as compatibility, social influence, convenience, function, and emotion have a positive influence on image. In addition, the image aids to enhance desire, which in turn positively affects behavioural intentions. Lastly, gender moderated the relationship between desire and behavioural intentions.

Research paper 6

Sangeeta Mehrolia, Subbu raj Alagarsamy ; Customers response to online food delivery services during COVID-19 outbreak using binary logistic regression ; January 2022.

Post the outbreak of COVID-19, restaurants and associated services were severely affected prompting the Indian government to categorize food and other related services under essential services. Hence, hotels, restaurants and food delivery services can now start their operations because at least 20% of the Indian population including students, paying guests and young professionals depend on them (Shrivastava, 2020). According to the industry reports, the COVID-19 pandemic has ushered in a new threat to the business of food delivery, which could potentially affect the Online Food Delivery services (OFDs; Keelery, 2020). Restaurants and related services, mainly OFDs, are willing to supply food. However, the customers are hesitant to place orders during this pandemic even though many OFDs have mandated their delivery partners to use personal protective gear while encouraging the customers to pay digitally to ensure contactless delivery. The two critical issues for the drop in OFDs are the health of the individuals who deliver the food and the sanitary condition of the restaurants. These issues have forced existing customers to reconsider their future purchase decisions. The purpose of this research is to examine the differences between OFDs customers who did and did not order food through OFDs during the COVID-19 outbreak period in India on the basis of their personal characteristics. The study examines the significant differences between these two groups of respondents on their characteristics, such as age, the number of online food orders before the nationwide lockdown, affective and instrumental beliefs, perceived benefit, product involvement and perceived threat.

CHAPTER-3
RESEARCH METHODOLOGY

Title of project

Impact of covid-19 on online food delivery service.

Research Methodology

Research Plan: Research plan is no specific for all types of research; it is decided depending upon the nature of the problem. It is descriptive

Research Design

Research design is a master plan specifying the method and procedure for all collection and analyzing needed information. The research design in this project is exploratory. Exploratory research includes surveys and facts-finding inquiries of different kinds.

Exploratory research often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitors, and more formal approaches through in-depth interviews, focus groups, projective methods, case studies or pilot studies. The Internet allows for research methods that are more interactive in nature.

The data that is decided to gather, for this study is based upon secondary source such as Journal, Magazine, Newspapers, and Website to understand the current scenario about financial services and find out the details about the products provided by different banks. It helped to find the different perception of people regarding services of private and public sector banks.

For this study, exploratory research design is used where the data is collected through the questionnaire. The information is gathered from different customers of banks, located in Delhi.

Survey Population:

- Customers

Sample

- Sample represents a subset of manageable size. Samples are collected and statistics are calculated from samples.

Sample size: 100

- **Sample unit:** Individual
- **Sampling Technique:** Convenient Sampling

Collection of Data

Primary data is collected using the questionnaire and personal contact approach. The respondentsare approached personally on order to seek fair and frank response on quality of service in both

CHAPTER-4

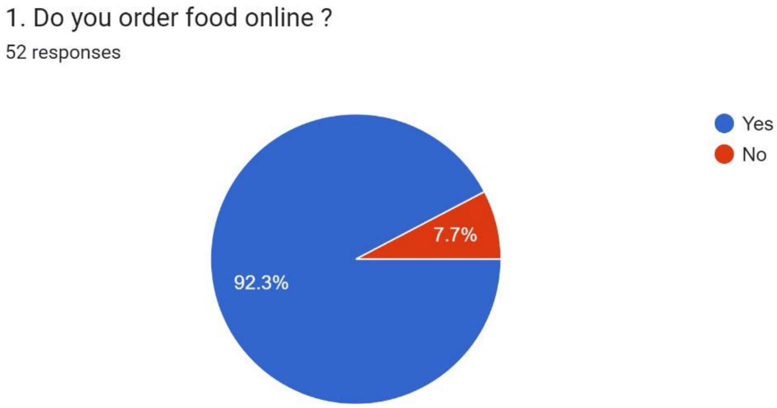
DATA PRESENTATION

AND ANALYSIS

Customer's questionnaire analysis

1. Do you order food online?
    - YES
    - NO

Category	Frequency	Percentage
Yes	**48**	**92.3**
No	**4**	**7.7**



Interpretation

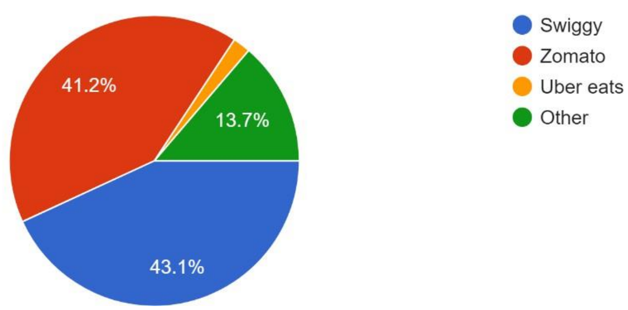
Out of 52 people sample 48 people are availing online food delivery service and rest 4 are not availing services. It clearly determines that most of the people are using food deliver services.

2. If yes, from which company do you prefer ?
    - Swiggy
    - Zomato

- Uber eats
- Other

Category	Frequency	Percentage
Swiggy	**22**	**43.1**
Zomato	**21**	**41.2**
Uber eats	**1**	**2**
Other	**7**	**13.7**

2. If yes, from which company do you prefer ?
51 responses



Interpretation

It has been found from the survey that most of the people use swiggy or Zomato for ordering the food from online that’s way these websites are more famous for online food services. In india the uber eats are not very much famous. This was famous in usa, Australia or Canada.

3. How frequently did you use online food delivery services before the COVID-19 pandemic

- Very frequently
- Occasionally
- Rarely
- Never

Category	Frequency	Percentage
Very frequently	**13**	**24.5**
occasionally	**22**	**41.5**
rarely	**12**	**22.6**

never	**6**	**11.3**

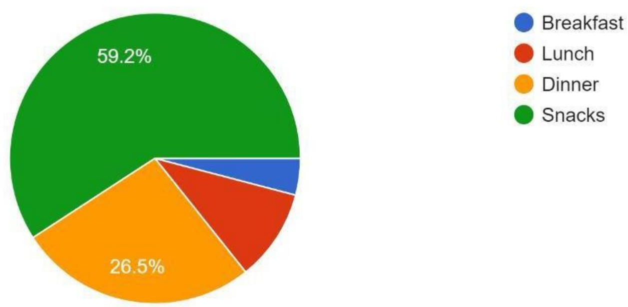
Interpretation

In the survey conduct we found many people are using online food delivery service on occasionally. Over the 100% 41.5% people are order the food on occasionally and over the 100% 24.5% people are order food very frequently and 22.3% people are order food rarely and 11.3% people are not using online food delivery service before the covid I think they will be use frequently after the covid.

4. which meal you typically order food online?
   - Breakfast
   - Lunch
   - Dinner
   - Snacks

Category	Frequency	Percentage
Breakfast	**2**	**4.1**
Lunch	**5**	**10.2**
Dinner	**13**	**26.5**
snacks	**29**	**59.2**

4. which meal you typically order food online?
49 responses



Interpretation

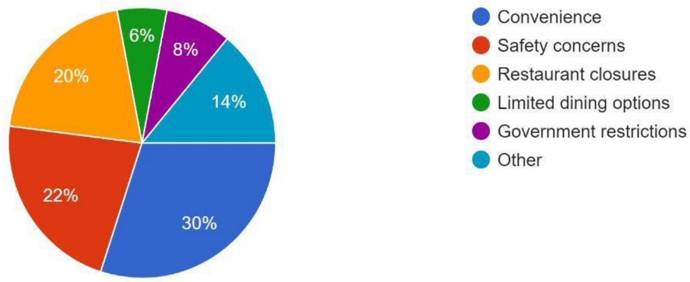
Over the 100% people only 4.1% people are order breakfast and over the 100% 10.2% people are order lunch. And most of the people are order dinner and snacks over the 100 % dinner was 26.5% and snacks was 59.2%. In this survey we found many people are order the food online only snacks and dinner because the people think breakfast and lunch was healthy and totally home made.

5. Wkat wcíc tkc píimaíQ ícaso→s roí "si→g o→li→c rood dcli:cíQ scí:iccs d"íi→g tkc pa→ dcmic?

- Convenience
- Safety concerns
- Restaurant closures
- Limited dining options
- Government Restrictions
- Others

Category	Frequency	Percentage
Convenience	15	30
Safety concerns	11	22
Restaurant closures	10	20
Limited dining option	3	6
Government restriction	4	8
others	7	14

5.What were the primary reasons for using online food delivery services during the pandemic?
50 responses



Interpretation

In this survey we found the primary reasons for using online food delivery services during the pandemic people think the online food delivery service was convenient to the people because over the 100 % 30% people are choose and the safety concern was 22% and the restaurant closures was 20% because in the pandemic most of the restaurant was close because of the covid restriction many restaurant was only server their food online the food delivery apps. And the limited dining option was 6% some restaurant was limited dining options because of the covid restrictions and the govt restriction was 8% some areas are not allowed to the open the restaurant the are serve only threw online only. And the other was 14%

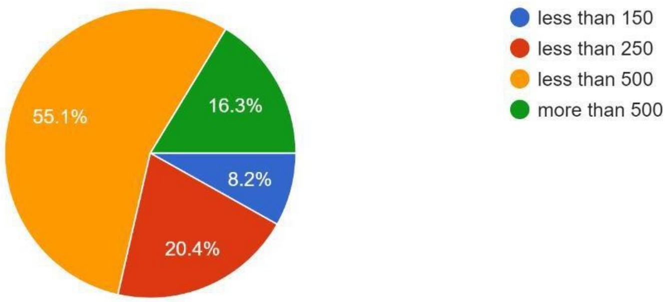
6. Wkat is tkc appíoximatc mo→ıcQ Qo" spc→ıd o→ı oídcíi→ıg rood pcí timc?

- less than 150
- less than 250
- less than 500
- more than 500

Category	Frequency	Percentage
Less than 150	4	8.2
Less than 250	10	20.4
Less than 500	27	55.1
More than	8	16.3

6. What is the approximate money you spend on ordering food per time?

49 responses



Interpretation

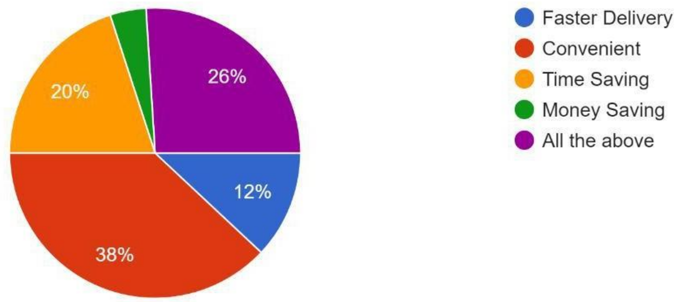
In the survey we found the people are how much money spend in the food delivery over the 100% 55.1% people are spend less then 500rs and over the 100% 16.3% people are spend more than 500rs and 8.2% people are spend less than 150 Rs and 20.4% people are spend less than 250rs.

7. WkQ do Qo" pícrcí o→li→c rood dcli:cíQ?
    - Faster Delivery
    - Convenient
    - Time Saving
    - Money Saving
    - All the above

Category	Frequency	Percentage
Faster delivery	6	12
Convenient	19	38
Time Saving	10	20
Money saving	2	4
All the above	13	26

7. Why do you prefer online food delivery?

50 responses



Interpretation

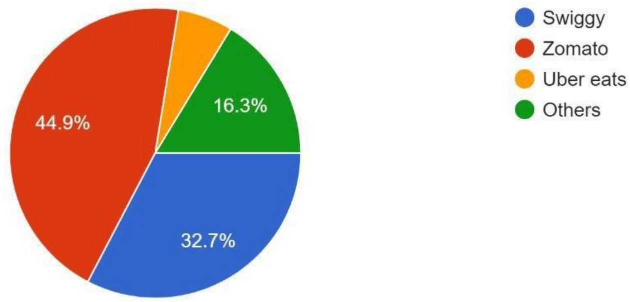
In this survey we found why people prefer online food delivery service over the 100% 12% people choose faster delivery and 38% people are choose convenient and the 20% people choose time saving and 4% people choose the money saving option and the 26% people choose all of above option because all of this option fulfill their needs and wants.

8. Wkick compa→Q pío:idcs moíc orrcís a→d píomotio→s?

- Swiggy
- Zomato
- Uber eats
- Others

Category	Frequency	Percentage
Swiggy	16	32.7
Zomato	22	44.9
Uber eats	3	6.1
Other	8	16.3

8. Which company provides more offers and promotions?
49 responses



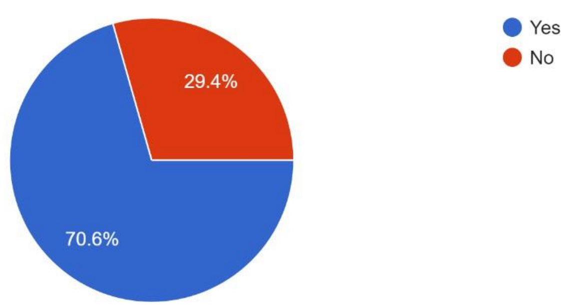
Interpretation

In this survey we found which company give more offers and promotions over the 100% swiggy was give 32.7% and Zomato was 44.9% and uber eats was 6.1% and the others was 16.3%. this survey was preference of the people

9. Docs tkc rood dcli:cíQ scí:iccs arrcct d"c to co:id-19
- Yes
- No

Category	Frequency	Percentage
Yes	36	70.6
No	15	29.4

9. Does the food delivery services affect due to covid-19
51 responses



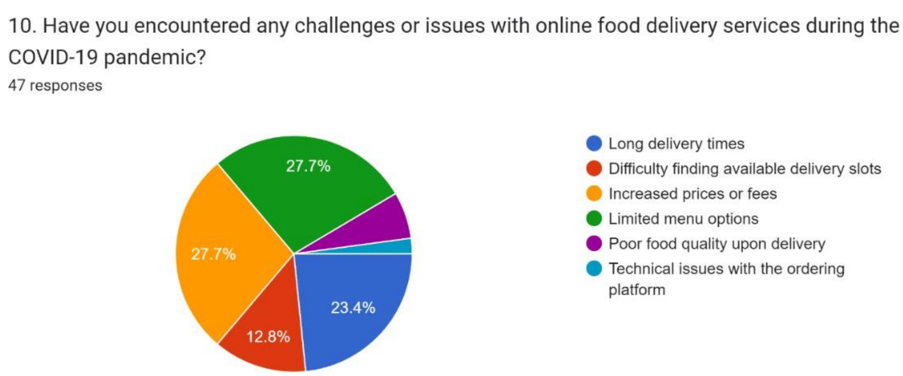
Interpretation

In this survey we found how much service affect due to online food delivery service over the 100% 70.6% people affect the food delivery service and the 29.4% people are not face the problem of online food delivery service.

10. Ha:c Qo" c→ıco"→ıtcícd a→ıQ ckallc→ıgcs oí iss"cs witk o→ıli→ıc rood dcli:cíQ scí:iccs d"íi→ıg tkc COVID-19 pa→ıdcmic?

- Long delivery times
- Difficulty finding available delivery slots
- Increased prices or fees
- Limited menu options
- Poor food quality upon delivery
- Technical issues with the ordering platform

Category	Frequency	Percentage
Long delivery times	11	23.4
Difficulty finding available delivery slots	6	12.8
Increased prices or fees	13	27.7
Limited menu options	13	27.7
Poor food quality upon delivery	3	6.4
Technical issues with the ordering platform	1	2.1



Interpretation

In this survey we found challenges or issues with online food delivery services during the COVID-19 pandemic over the 100% people 23.3% people face the issue on long delivery times and 12.8 % found Difficulty finding available delivery slots and 27.7% found incresses prices of food and 27.7% found limited menu options and 6.4% found poor food quality upon delivery service and 2.1 % people have found technical issue with the ordering platform.

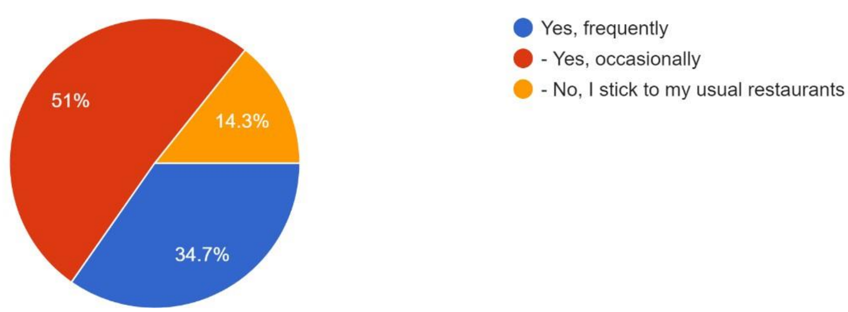
11. Ha:c Qo" tíicd oídcíi→g ríom →cw ícsta"ía→ts oí cxploíi→g dirrcíc→t c"isi→cs tkío"gk o→li→c rood dcli:cíQ scí:iccs d"íi→g tkc pa→dcmic?

- Yes, frequently
- Yes, occasionally-
- No, I stick to my usual restaurants

Catergory	Frequency	Percentage
Yes, frequently	17	34.7
Yes, occasionally-	25	51
No, I stick to my usual restaurants	7	14.3

11.Have you tried ordering from new restaurants or exploring different cuisines through online food delivery services during the pandemic?

49 responses



Interpretation

In this survey we found ordering from new restaurants or exploring different cuisines through online food delivery services during the pandemic over the 100% 34.7% people have try different restaurant the different cuisines and the 51% people are use occasionally try new and different restaurant and 14.3% people are stick one their selected restaurants

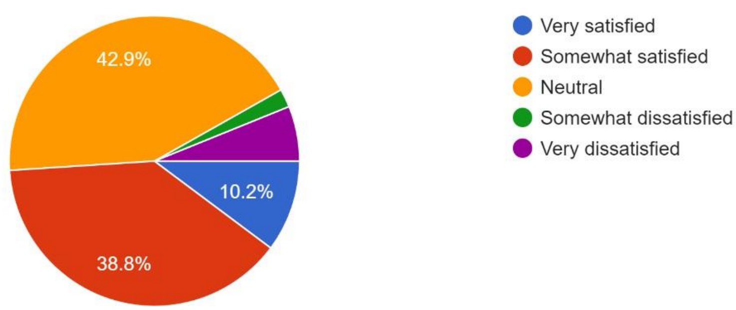
12. How satisricd ka:c Qo" bcc→ı witk tkc o:cíall scí:icc pío:idcd bQ o→ıli→ıc rood dcli:cíQ platroíms d"íi→ıg tkc COVIK-19 pa→ıdcmic?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

Catergory	Frequency	Percentage
Very satisfied	5	10.2
Somewhat satisfied	19	38.8
Neutral	21	42.9
Somewhat dissatisfied	1	2
Very dissatisfied	3	6.1

12. How satisfied have you been with the overall service provided by online food delivery platforms during the COVID-19 pandemic?

49 responses



Interpretation

In this survey we found How satisfied have you been with the overall service provided by online food delivery platforms during the COVID-19 pandemic over the 100% people 10.% people are very satisfied and 38.8% somewhat satisfied and42.9% neutral and 2%people are somewhat dissatisfied and 6.1% are very dissatisfied

CHAPTER-5

Finding and conclusion

FINDINGS

The below mentioned are findings of the study:

- 100% people amongst the people taking the survey say that they are aware of online food delivery
- 100% people amongst the survey use food delivery sites.
- The pandemic has led to changes in consumer behavior, with many people ordering food online for the first time. This has led to an increase in the number of customers using online food delivery services, as well as changes in the types of food that people are ordering.
- The pandemic has caused significant disruptions to supply chains, leading to shortages of certain ingredients. This has impacted the availability of certain dishes and has led to changes in the menus offered by restaurants.
- The pandemic has highlighted the importance of safety measures such as contactless delivery and sanitization. Many food delivery services have implemented these measures to protect customers and delivery drivers.
- The pandemic has led to the closure of many restaurants, with small, independent restaurants being particularly hard hit. This has led to a decrease in the number of restaurants available for delivery, as well as changes in the types of restaurants that are available.
- The pandemic has led to the development of new technological innovations, such as real-time tracking and live updates. These innovations have improved the customer experience and have made it easier for customers to track their orders.

LIMITATIONS

This research is not the Professional research done.

There was not much time for me to conduct a research. This research was done in the short span of 3 months.
There were not much sources to collect the data except Questionnaire and Secondary Sources.
The sample size which was collected is very less i.e. 100.

SUGGESTIONS

As per the study undertaken and inferences drawn it can be stated that online food delivery plays a very important role in the lives of people and has a powerful impact on them which results in imbalance regarding other activities.

The research is conducted in Delhi and Haryana only. Other future research can address consumers in whole India where people have different perceptions, cultures and characteristics

The sample size was minimized. If the sample size was more, than the research could have been much result promising

CONCLUSION

The COVID-19 pandemic has had a profound impact on the food delivery industry. With people staying at home to reduce the spread of the virus, the demand for online food delivery services has increased significantly. This has led to a surge in online food orders, with many people turning to food delivery platforms as a convenient and safe way to get meals.

At the same time, the pandemic has brought about significant challenges for the food delivery industry. Supply chain disruptions have caused shortages of certain ingredients, leading to menu changes and increased prices. Restaurant closures have also had a major impact on the industry, with many restaurants struggling to stay afloat due to reduced demand and increased competition. The pandemic has also highlighted the importance of safety measures such as contactless delivery, sanitization, and social distancing, which have become essential in ensuring the safety of both customers and delivery drivers.

Despite these challenges, the food delivery industry has adapted quickly to the new reality brought about by the pandemic. Many food delivery platforms have implemented new safety measures and protocols to protect their customers and employees. For example, many platforms now offer contactless delivery, where the driver leaves the food at the doorstep to minimize contact. Other platforms have introduced new features such as real-time tracking and live updates to provide customers with more information about their orders.
The pandemic has also led to changes in consumer behavior that are likely to shape the food delivery industry in the future. For example, many people have become more comfortable with online ordering and are likely to continue to use food delivery platforms even after the pandemic is over. The pandemic has also highlighted the importance of supporting local businesses, with many people turning to small, independent restaurants for their food delivery needs.

Scope for further study

The scope of impact of COVID-19 on online food delivery services has been significant, with changes in consumer behavior, supply chain disruptions, and restaurant closures all impacting the industry. However, the increased demand for online food delivery services has also created new opportunities for growth and development, and technological innovations have improved the customer experience**.**

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APPENDICES

ANNEXURES
(QUESTIONNAIRE)

NAME*

Email*

Gender*
- Male
- Female
- Other
- Prefer not to say

Age*
- 18-23
- 23-28
- 28-33
- 33 or above

1. Do you order food online ?
   - Yes
   - No

2. If yes, from which company do you prefer ?
   - Swiggy
   - Zomato
   - Uber eats
   - Other

3. How frequently did you use online food delivery services before the COVID-19 pandemic
   - Very frequently
   - Occasionally
   - Rarely
   - Never

4. which meal you typically order food online?
Breakfast
- Lunch
- Dinner
- Snacks

5. What were the primary reasons for using online food delivery services during the pandemic?
- Convenience
- Safety concerns
- Restaurant closures
- Limited dining options
- Government restrictions
- Other

6. What is the approximate money you spend on ordering food per time?
- less than 150
- less than 250
- less than 500
- more than 500

7. Why do you prefer online food delivery?
- Faster Delivery
- Convenient
- Time Saving
- Money Saving
- All the above

8. Which company provides more offers and promotions?
- Swiggy
- Zomato
- Uber eats
- Others

9. Does the food delivery services affect due to covid-19
- Yes
- No

10. Have you encountered any challenges or issues with online food delivery services during the COVID-19 pandemic?

- Long delivery times
- Difficulty finding available delivery slots
- Increased prices or fees
- Limited menu options
- Poor food quality upon delivery
- Technical issues with the ordering platform

11. Have you tried ordering from new restaurants or exploring different cuisines through online food delivery services during the pandemic?

- Yes, frequently
- Yes, occasionally
- No, I stick to my usual restaurants

12. How satisfied have you been with the overall service provided by online food delivery platforms during the COVID-19 pandemic?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

13. Have you ever encountered any health and safety concerns regarding the handling or packaging of food during the pandemic? If yes, please provide details.

14. In your opinion, what improvements or changes should online food delivery services make to enhance the customer experience?

FACTORS INFLUENCING THE RAISE OF OTT PLATFORMS OVER TRADITIONAL PLATFORMS

Submitted in partial fulfillment of the requirements
for the award of the degree of

Bachelor of Business Administration

To

Guru Gobind Singh Indraprastha University, Delhi

Guide:
Dr. Abhijeet Das
Program Coordinator

Submitted by:
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Certificate

I, Ms. Aditi Agarwal, Roll No. 07980001721 certify that the Project Report/Dissertation (BBA 218) entitled "Factors influencing the raise of OTT platforms over traditional platforms" is completed by me and it is an authentic work carried out by me. The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student: Aditi Agarwal

Date: 06.05.2024

Certified that the Project Report/Dissertation (BBA-218) entitled "Factors Influencing the raise of OTT platform over traditional platforms" done by Ms. Aditi Agarwal, Roll No. 07980001721 is completed under my guidance.

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The media and entertainment industry is undergoing a profound transformation driven by the rapid rise of Over-The-Top (OTT) platforms. This shift poses challenges to traditional media companies like Indian Broadcasting Corporation (IBC), a leading player in television broadcasting, while presenting new opportunities for content creators and distributors.

Key factors contributing to the growth of OTT platforms include changing consumer preferences towards on-demand and personalized content consumption, technological advancements in internet infrastructure and streaming technology, and the ability of OTT platforms to offer flexible subscription models and diverse content offerings.

The study aims to analyze the factors driving the rise of OTT platforms in the Indian market, assess their impact on traditional broadcasters like IBC, and identify strategies for traditional media companies to leverage this transition and maintain competitiveness.

Chapter 2: Literature Review

Previous studies have identified various factors contributing to the rise of OTT platforms globally, such as technological advancements, changing consumer preferences, and the availability of exclusive and on-demand content.

In the Indian context, several studies highlight the significance of affordable data plans, smartphone proliferation, and the availability of regional language content as key drivers of OTT adoption.

Theoretical frameworks like platform economics and diffusion of innovations theory provide insights into the dynamics of the media industry's transition from traditional to digital platforms, with concepts such as network effects and content aggregation models being particularly relevant.

Chapter 3: Data Presentation & Analysis

Quantitative analysis indicates a substantial increase in the number of OTT platform subscribers in India over the past five years, with a compound annual growth rate (CAGR) of around 30%. Regression analysis confirms that factors such as convenience, content variety, and personalized viewing experiences have a statistically significant impact on driving OTT adoption among Indian consumers.

Qualitative data from consumer surveys and interviews highlight a pronounced shift in preferences towards on-demand, ad-free, and personalized content consumption experiences offered by OTT platforms, particularly among younger demographics.

The availability of regional language content has been a crucial factor in the success of OTT platforms in India, as evidenced by high viewership and subscription numbers for platforms offering content in multiple Indian languages.

Chapter 4: Summary & Conclusions

The study's findings reveal a significant growth trajectory for OTT platforms in the Indian market, driven by factors such as affordability, content variety, and accessibility. Traditional media companies like IBC are experiencing challenges in retaining viewership and advertising revenue amidst this transition.

While limitations such as sample size and rapidly evolving industry landscapes exist, the study suggests that future research could focus on in-depth consumer segmentation, content strategy analysis, regulatory implications, business model innovations, and cross-industry collaborations.

Chapter 5: Recommendations

To adapt to the changing media landscape, IBC should consider developing its own OTT platform, exploring collaborations and partnerships with OTT platforms and telecommunications companies, fostering continuous innovation in content creation and delivery, prioritizing talent acquisition and development, advocating for regulatory frameworks, and exploring international expansion and localization strategies.

Embracing digital transformation, leveraging existing strengths and resources, and adopting an agile and innovative approach are crucial for traditional media companies like IBC to remain competitive in the evolving media ecosystem.

Chapter-1: Introduction

1.1 Problem & its Background

OTT, also known as over-the-top, refers to the delivery of streaming media content directly to consumers over the internet, without the need for a conventional cable or satellite TV provider. Such services offer a wide range of content, including TV shows, movies, live sports, and music. In recent years, OTT services have gained magnificent popularity among consumers, as they have moved away from traditional cable and satellite TV subscriptions. This change is primarily due to various factors such as the ease of access provided by OTT services, their affordability and the vast range of content available on OTT platforms.

Video streaming services like Netflix, Amazon Prime, HBO Max, Disney+, Hulu, and YouTube are well-known examples of OTT providers in the video streaming space. Spotify and Deezer are also another popular OTT platform that offers audio streaming services for both music and podcasts. In the internet messaging space, WhatsApp, Telegram, Slack, and Signal are considered as the most popular OTT platforms.

The media and entertainment industry are transforming profoundly with the rapid rise of Over-The-Top (OTT) platforms. This shift challenges traditional media companies while presenting new opportunities for content creators and distributors. In the Indian market, this transition is particularly significant as it navigates through a dynamic digital landscape. One such traditional media giant grappling with this transition is Indian Broadcasting Corporation (IBC), a leading player in television broadcasting with a vast network of channels catering to diverse audiences across the country. Despite its established position, IBC faces the challenge of adapting to changing viewer preferences and competition from OTT platforms.

Changing Consumer Behaviour and Preferences:

Consumers, especially younger demographics, are increasingly preferring on-demand and personalized content consumption over traditional linear programming.

The convenience of watching content anytime, anywhere, on multiple devices is driving the adoption of OTT platforms.

There is a growing demand for diverse, niche, and exclusive content that OTT platforms can cater to better than traditional broadcasters.

Technological Advancements:

Improved internet infrastructure, increased bandwidth availability, and the proliferation of smart devices have facilitated the growth of OTT platforms.

Advancements in streaming technology, compression techniques, and content delivery networks have enhanced the viewing experience on OTT platforms.

Business Model Disruption:

OTT platforms offer flexible subscription models (ad-supported, subscription-based, or hybrid) that cater to varying consumer preferences.

Traditional broadcasters like IBC rely heavily on advertising revenue, which is being disrupted by the shift in viewer attention towards OTT platforms.

Content Democratization:

OTT platforms have lowered the barriers to entry for content creators, allowing them to bypass traditional gatekeepers and distribute their content directly to audiences.

This has led to a surge in diverse and niche content offerings on OTT platforms, challenging the dominance of traditional broadcasters like IBC.

Cost Efficiency and Scalability:

OTT platforms can scale their operations and reach global audiences more efficiently than traditional broadcasters constrained by geographical limitations and distribution costs.

The lack of infrastructure overhead and the ability to leverage cloud-based solutions make OTT platforms more cost-effective.

1.2 Objectives of Study

- To analyse the key factors contributing to the growth of OTT platforms in the Indian market.
- To assess the impact of OTT platforms on the viewership and revenue of traditional television broadcasters.
- To identify strategies for traditional media companies like IBC to leverage the rise of OTT platforms and maintain competitiveness.

- To explore consumer preferences and behaviours regarding content consumption across traditional and OTT platforms in India.

1.3 Scope of Study

The study will focus on the Indian media and entertainment industry over the past five years, with an emphasis on the television broadcasting sector and OTT platforms. Data collection will involve analysing industry reports, financial statements of major players, and conducting consumer surveys in select urban and rural areas across India.

Geographical Focus:

The study will primarily concentrate on the Indian market, covering both urban and rural areas across different regions of the country.

This will help capture the diverse consumer preferences and market dynamics influencing the adoption of OTT platforms in various parts of India.

Industry Sectors:

While the primary focus will be on the television broadcasting sector and OTT platforms, the study may also explore related industries such as film production, digital advertising, and telecommunications.

This broader perspective can provide insights into the interplay between different sectors and the overall media consumption landscape.

Key Players:

The study will analyse the strategies, financial performance, and market share of major traditional broadcasters like IBC, as well as prominent OTT platforms operating in India.

This analysis will help identify the competitive dynamics, strengths, and weaknesses of different players in the market.

Consumer Behaviour Analysis:

Conducting consumer surveys will be a crucial component of the study to understand evolving preferences, viewing habits, and factors influencing the adoption or rejection of OTT platforms.

The survey will cover demographics such as age, income levels, and geographic location to capture diverse consumer segments.

Time Period:

The study will primarily focus on the past five years, to analyse the historical trends and developments that have shaped the current market dynamics.

However, it may also consider relevant data and events from earlier periods to provide a more comprehensive understanding of the industry's evolution.

Data Sources:

The study will rely on multiple data sources, including industry reports from reputable research firms, financial statements and investor presentations of key players, government publications, and academic literature.

Primary data collected through consumer surveys will complement and validate the secondary data sources.

By defining a clear scope encompassing geographical regions, industry sectors, key players, consumer behaviour, time periods, and data sources, the study aims to provide a comprehensive analysis of the factors influencing the rise of OTT platforms over traditional platforms in the Indian media and entertainment industry.

1.4 Methodology

Data Collection (1.41):

- **Secondary Data Sources:** The research will rely on existing information from industry reports, academic journals, and financial databases. This ensures readily available comprehensive data.
- **No Sampling Needed:** Since data is pre-collected, sampling techniques used in surveys won't be necessary.

Data Analysis (1.42):

- **Quantitative Analysis:** Due to the numerical nature of secondary data, statistical tools like regression and correlation will be used to identify connections between factors like OTT adoption and viewer demographics.
- **Qualitative Analysis:** Extracting insights from industry reports and academic literature will involve content analysis and thematic coding. This helps understand broader trends and challenges in the media landscape.

Overall Strengths:

- **Efficiency:** Leverages existing data sources, saving time and resources.

- **Comprehensiveness:** Combines industry reports, academic research, and financial data for a well-rounded analysis.
- **Quantitative & Qualitative Approach:** Uses both numerical analysis and interpretation of textual data for a deeper understanding.

Potential Considerations:

- **Data Credibility:** Evaluating the credibility and potential bias of the chosen secondary sources is crucial.
- **Data Limitations:** Secondary data may not capture everything you need. Consider if additional primary data collection (interviews, surveys) might be helpful for specific aspects.

This methodology provides a strong foundation for analysing the rise of OTT platforms. By carefully choosing credible sources and considering any potential data limitations, the research can deliver valuable insights into this evolving media landscape.

1.5 Hypothesis

Hypothesis: The growth of OTT platforms in India is positively associated with factors such as convenience, content variety, and personalized viewing experiences.

This hypothesis suggests that as OTT platforms offer more convenient access to a diverse range of content and personalized viewing experiences, their adoption rates will increase. To test this hypothesis, regression analysis will be conducted using relevant variables such as subscriber numbers, content offerings, user engagement metrics, and technological advancements. The significance level for the regression analysis will be set at 0.05, indicating that any relationships identified between the variables must be statistically significant at this level to support the hypothesis.

Chapter – 2: Literature Review

2.1 Literature Review

Previous studies have identified various factors contributing to the rise of OTT platforms globally, including technological advancements, changing consumer preferences, and the availability of exclusive and on-demand content. Studies specific to the Indian market highlight the significance of affordable data plans, smartphone penetration, and regional language content in driving OTT adoption.

Affordable Data Plans and Internet Penetration: Several studies have highlighted the critical role played by affordable data plans and increasing internet penetration in facilitating the growth of OTT platforms in India. A report by EY (2021) stated that the availability of inexpensive data plans and the rapid expansion of 4G networks have enabled wider access to digital content, feeling the adoption of OTT services across urban and rural areas.

Smartphone Proliferation: The proliferation of affordable smartphones has been a significant enabler for OTT platform adoption in India. A study by KPMG (2020) noted that the increasing affordability of smartphones, coupled with declining data costs, has empowered consumers to access video content on-the-go, driving the demand for OTT services.

Regional Language Content: India's linguistic diversity has been a key factor influencing the success of OTT platforms. A research paper by Gupta and Srivastava (2019) emphasized the importance of regional language content in attracting audiences from diverse cultural backgrounds. OTT platforms have capitalized on this opportunity by offering a wide array of regional content, catering to the preferences of viewers across different states.

Personalization and Recommendation Algorithms: The ability of OTT platforms to provide personalized content recommendations based on user preferences and viewing history has been a significant driver of their popularity in India. A study by Deloitte (2022) highlighted the role of advanced recommendation algorithms in enhancing user engagement and retention on OTT platforms.

Growth of Original and Exclusive Content: The production of original and exclusive content has been a key differentiator for OTT platforms in India. A report by PwC (2021) noted that the availability of high-quality, exclusive series and movies on OTT platforms has attracted viewers seeking fresh and diverse content experiences.

Shift in Advertising Budgets: As OTT platforms gain traction in India, advertisers have started allocating a larger portion of their budgets to these platforms. A study by the Internet and Mobile Association of India (IAMAI) (2020) indicated that the shift in advertising budgets towards OTT platforms has been driven by their ability to offer targeted and measurable advertising solutions.

These studies and reports provide valuable insights into the specific factors propelling the growth of OTT platforms in the Indian market, including technological advancements, changing consumer preferences, and the availability of diverse and personalized content offerings.

2.2 Theoretical Description

Theoretical frameworks such as platform economics and diffusion of innovations theory provide insights into the dynamics of the media industry's transition from traditional to digital platforms. Concepts like network effects and content aggregation models are particularly relevant in understanding the competitive landscape and strategic responses of industry players in India.

A) Platform Economics: The theory of platform economics provides a lens to analyse the dynamics of multi-sided markets, where platforms facilitate interactions between different groups of users (e.g., content creators, consumers, and advertisers). This theory is particularly relevant in the context of OTT platforms, which act as intermediaries connecting these distinct user groups.

Key concepts from platform economics that apply to the Indian OTT market include:

1. Network Effects: OTT platforms exhibit direct and indirect network effects, where the value of the platform increases as more users (consumers and content creators) join the network.

2. Multi-homing and Platform Envelopment: Consumers in India often subscribe to multiple OTT platforms, a phenomenon known as multi-homing. This can lead to intense competition and potential platform envelopment strategies, where dominant players may attempt to bundle services and capture a larger share of consumer spending.

3. Platform Governance: OTT platforms must carefully manage their governance mechanisms, including rules, incentives, and algorithms, to maintain a balanced ecosystem and attract both content creators and consumers.

B) Diffusion of Innovations Theory: This theory, developed by Everett Rogers, explains how new ideas and technologies spread through social systems over time. It is relevant in understanding the adoption patterns of OTT platforms in India, which have disrupted traditional media consumption habits.

Key elements of Diffusion of innovation theory include:

1. Innovation Characteristics: The perceived attributes of OTT platforms, such as relative advantage, compatibility, complexity, trialability, and observability, influence their rate of adoption among Indian consumers.

2. Communication Channels: The diffusion of OTT platforms in India is influenced by various communication channels, including mass media, interpersonal networks, and influencer marketing.

3. Social System: The cultural, socio-economic, and demographic factors within the diverse Indian society play a role in shaping the adoption and diffusion of OTT platforms.

C) Content Aggregation Models: OTT platforms employ different content aggregation models to attract and retain viewers. Understanding these models is crucial in the Indian context, where diverse content preferences and regional languages are significant factors.

Key elements of Content Aggregation Model include:

1. Exclusive Content: Some OTT platforms, like Netflix and Amazon Prime Video, focus on producing and offering exclusive original content to differentiate themselves and build a loyal subscriber base.

2. Content Curation: Other platforms, such as Hot star (now Disney+ Hot star) and Sony LIV, curate content from various sources, including licensed movies, TV shows, and sports events, to cater to a broader audience.

3. Hybrid Models: Platforms like ZEE5 and Voot employ a hybrid approach, combining exclusive original content with acquired content from various sources, including regional language programming.

By applying these theoretical frameworks and concepts, we can gain a deeper understanding of the competitive dynamics, user adoption patterns, and content strategies employed by OTT platforms in the rapidly evolving Indian media landscape.

Chapter – 3: Data Analysis

Over The Top (OTT) Market Insights and Forecast

The Over-the-Top (OTT) market size was valued at USD 150.51 billion in 2021 and is expected to reach USD 1241.6 billion by 2030, growing at a compound yearly growth rate (CAGR) of 26.42% during the forecast period (2023-2030). The market for over-the-top (OTT) media streaming services is rapidly expanding and is expected to continue doing so in the coming years. This is due to the growing popularity of OTT streaming services, and the adoption of smart TVs and other streaming devices.

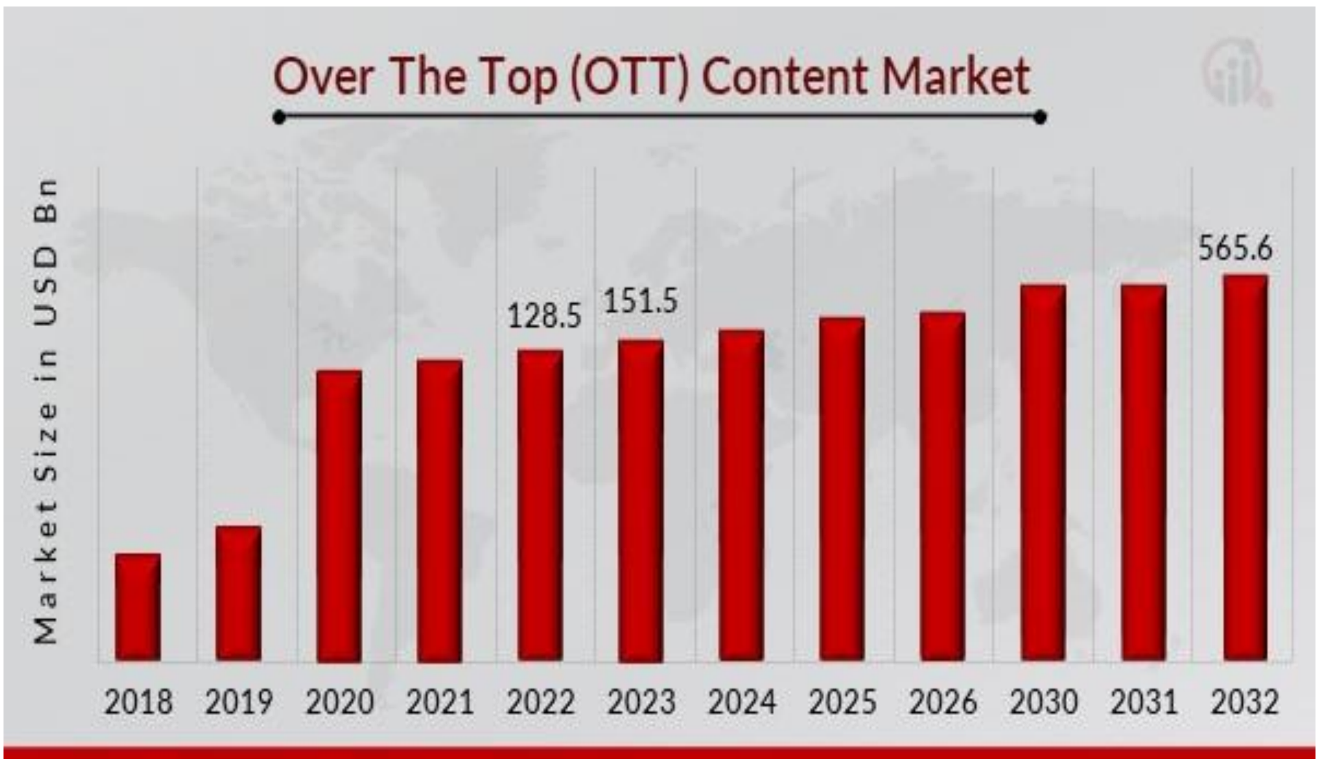

Fig 4 OTT Content Market Chart

The way we consume media and entertainment has undergone a significant transformation over the past decade. The convenience and flexibility offered by OTT platforms have overshadowed traditional cable TV. With the emergence of streaming giants such as Netflix, Amazon Prime Video, Disney+, and many more, viewers now have the freedom to choose what, when, and where they want to watch. This change has brought about a complete transformation in the OTT streaming industry. It is now a reality that OTT services have replaced traditional TVs, and people are increasingly preferring OTT platforms. With constantly evolving technology and people choosing OTT services more frequently, OTT platforms will continue to be one of the most exciting and transformative sectors in the world. Because the sector is quite competitive, companies in the sector will have to invest more and this will reflect positively on consumers in terms of content quality

The Difference Between OTT Streaming Linear Video, Traditional TV & Live Streaming

Streaming Type	OTT Streaming	Linear Streaming	Traditional TV	Live Streaming
Features	Streaming media content delivered directly to consumers via the internet, without traditional cable or satellite TV providers.	Linear streaming is a type of streaming that follows a traditional TV-like method of delivering content. Live linear video streaming refers to 24/7 scheduled programming.	Broadcast of television content using cable or satellite technology.	The real-time delivery of video content over the internet.
Examples	Netflix, Hulu, Amazon Prime Video, Disney+, HBO Max, Apple TV+, Paramount+, ESPN+	Sling TV, Hulu Live TV, YouTube TV, fuboTV	Cable TV, satellite TV	YouTube Live, Twitch, Periscope, Facebook Live,Tiktok Live

Table 4A The Difference Between Various Platforms

OTT Trends and Future Predictions

Growth Of OTT Streaming Platforms Will Continue

OTT streaming platforms reach more consumers than traditional TV broadcasts due to original content, pricing policies tailored to customer satisfaction, and increased online viewing. Being able to watch a library whenever you want, even if it is currently limited, has become a great convenience for users and has allowed OTT content to grow across different sectors. The popularity of streaming services has led to the growth of OTT content across various industries. The OTT market is projected to reach $1 trillion by 2025.

The Effect of 5G Technology

The rise of 5G technology will have a significant impact on streaming behaviors. With 5G internet expected to become the standard, users will enjoy much faster and more reliable internet speeds, which will bring exciting opportunities for video streaming and OTT platforms. 5G is expected to bring a major improvement in the way users interact with digital content. By providing multiple-device support, 5G will enhance video streaming and viewing experience significantly. This improvement is particularly important because 5G will boost connectivity with its higher bandwidth. With a faster data transfer speed, continuous and smooth content transfer will become possible. Additionally, latency will be eliminated, making it easier for users to access and enjoy digital content without any delays.

The popularity of OTT audio streaming is increasing

OTT audio streaming is expected to continue growing in the future. Over the recent years, there has been a significant increase in the number of individuals who are engaging in audio content, such as live audio streaming and podcasts. Additionally, smart speakers have a high impact on this increase in OTT audio streaming. The rise in popularity of OTT audio streaming can be attributed to the growth of smart speakers such as Amazon Echo, Google Home and others.

Ad Innovations

OTT advertising is expected to offer more targeted and innovative ad experiences, including programmatic and native advertising that merge with the content. The future of advertising on over-the-top (OTT) platforms looks bright and full of possibilities. With the convergence of technology, data analytics, and creative innovation, advertisers can now deliver highly targeted, engaging, and seamless ad experiences to viewers.

OTT streaming platforms will continue localizing their content

The last trend in the world of over-the-top (OTT) video streaming is about OTT platforms adapting their video content to meet the needs of audiences in different geographical locations. OTT platforms to provide a more personalized experience for their users. Viewers are more likely to watch content that is relevant to their interests and culture.

Questionnaire:

1) What OTT Platforms do you use the most?

a) YouTube

b) Netflix

c) Amazon

d) Disney+

2) How often do you use these platforms?

a) Daily

b) Weekly

c) Occasionally

d) Rarely

3) How much time do you spend on OTT platforms per day?

a) 0-2 hours

b) 2-4 hours

c) More than 4 hours

4) Have you ever taken subscription of any OTT platforms?

a) Yes

b) No

5) How long have you been using OTT platforms?

a) 1 year

b) 2 years

c) 3 years

d) More than 3 years

6) Do you prefer to watch movies on OTT platforms rather than theatre?

a) Always

b) Mostly

c) Rarely

d) Never

7) How has your consumption of traditional television (cable/satellite TV) changed since using OTT platforms?

a) Significantly decreased

b) Moderately decreased

c) No change

d) Moderately increased

e) Significantly increased

8) Would you be interested in a bundled subscription that combines traditional television and OTT platforms?

a) Yes

b) No

c) Maybe

9) If you have reduced your consumption of traditional television, what are the primary reasons?

a) Prefer the convenience of OTT platforms

b) Dissatisfied with the content offerings on traditional TV

c) Prefer the ad-free or limited ad experience on OTT platforms

d) Cost-effectiveness of OTT subscriptions compared to cable/satellite TV

10) Do you still watch any specific types of content on traditional television (e.g., live sports, news, etc.)?

a) Yes

b) No

Surveys Responses

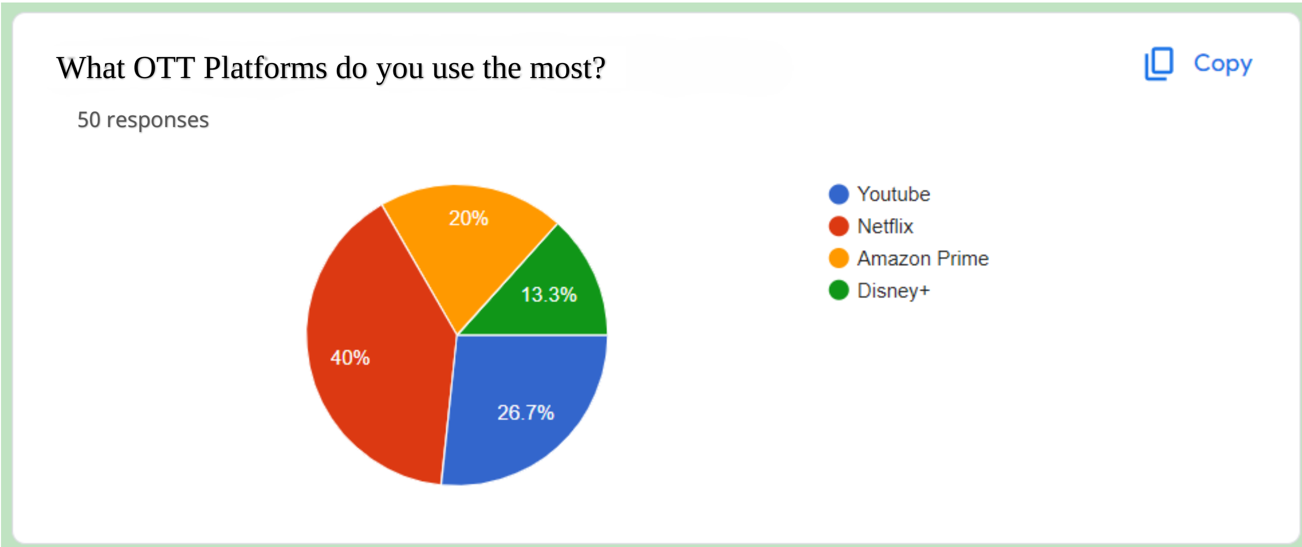

Fig 4.1 What OTT Platforms you use the most?

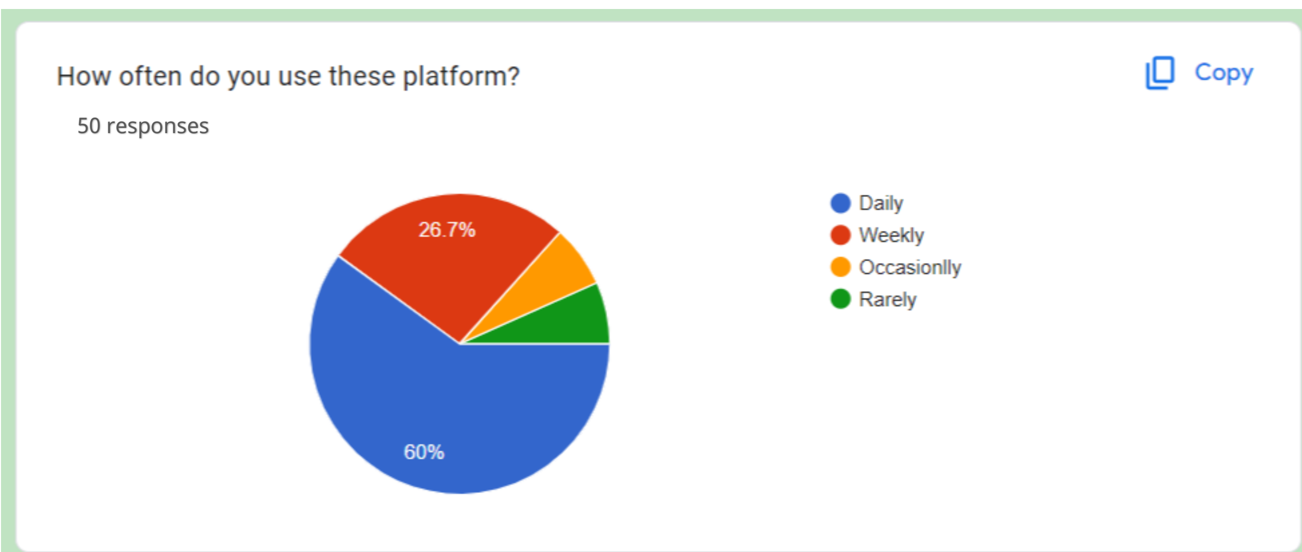

Fig 4.2 How often do you use these platforms?

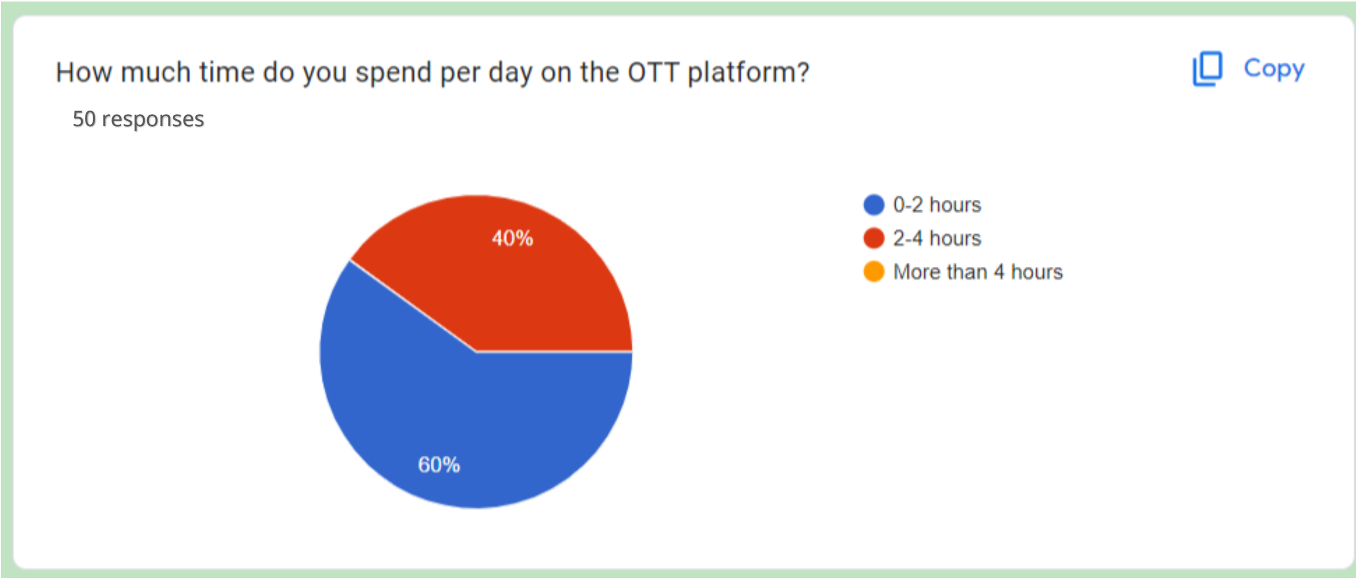

Fig 4.3 How much time do you spend per day on the OTT platforms?

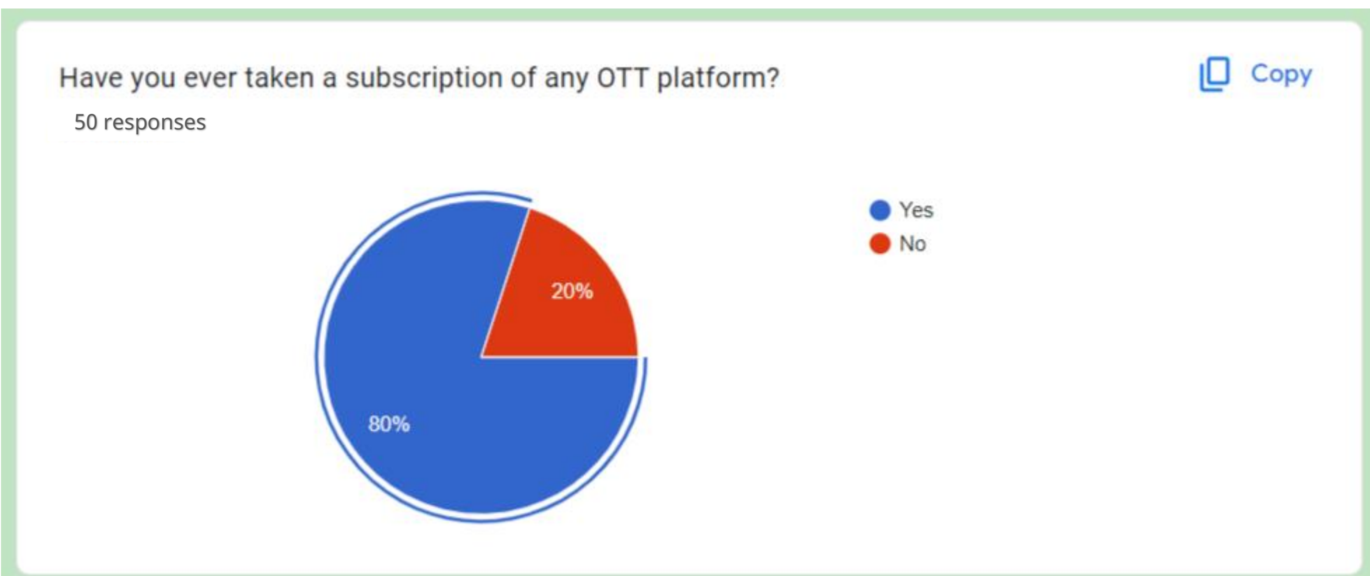

Fig 4.4 Have you ever taken a subscription of any OTT platforms?

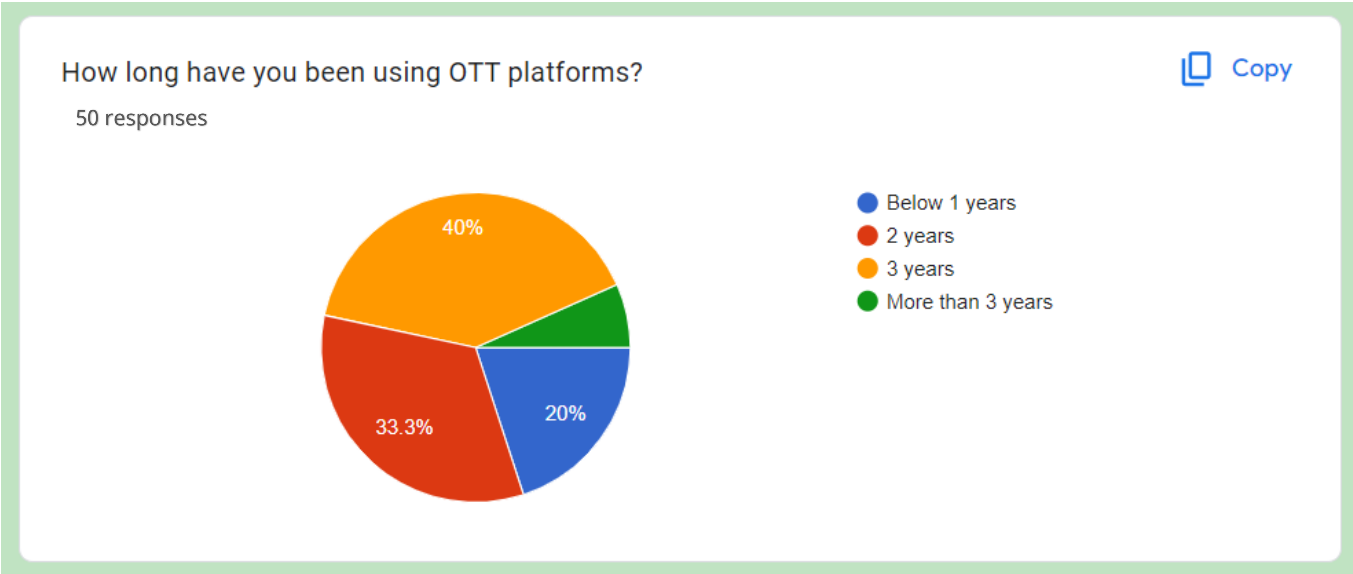

Fig 4.5 How long have you been using OTT platforms?

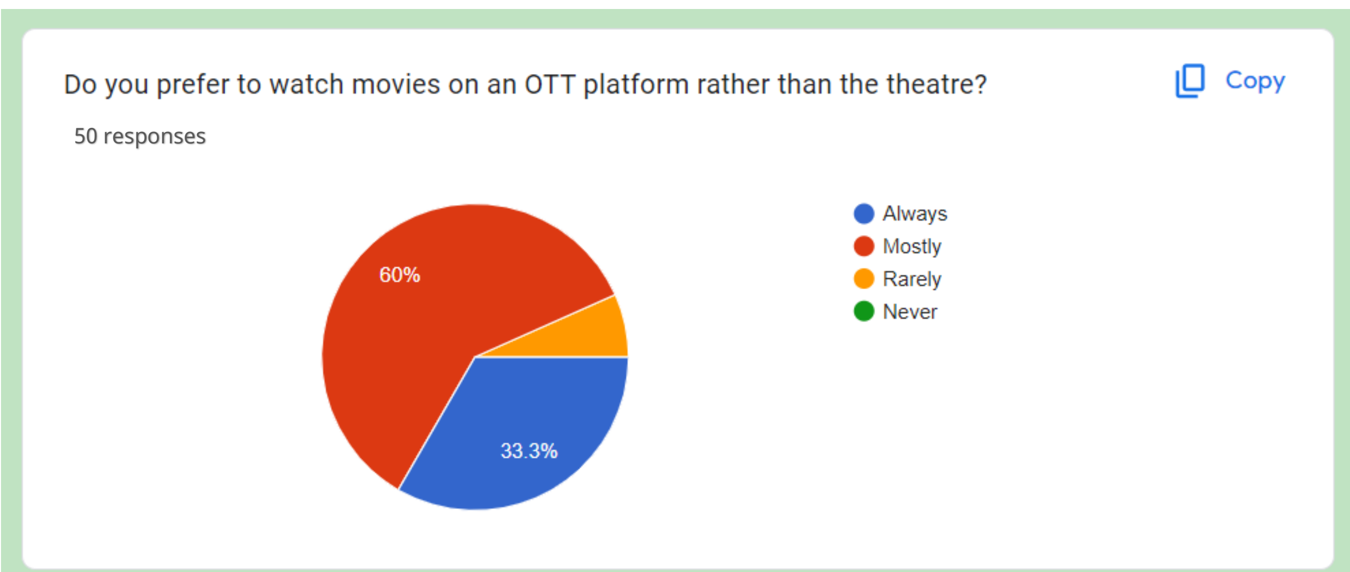

Fig 4.6 Do you prefer to watch movies on OTT platforms rather than theatre?

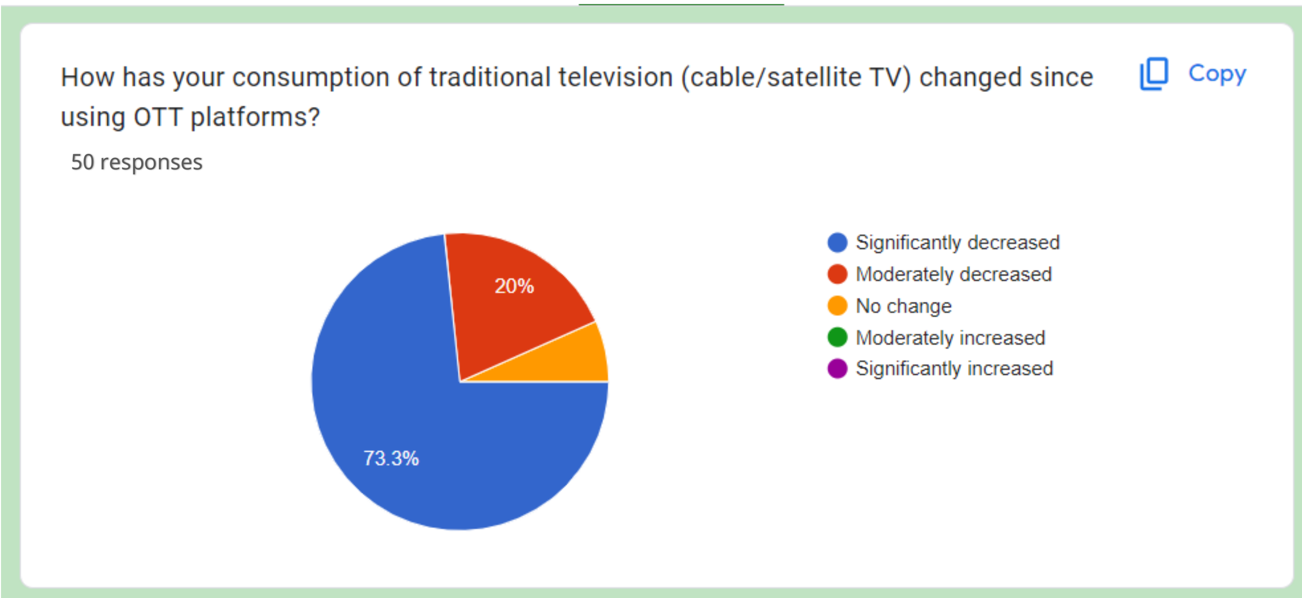

Fig 4.7 How has your consumption of traditional television (cable/satellite TV) changed since using OTT platforms?

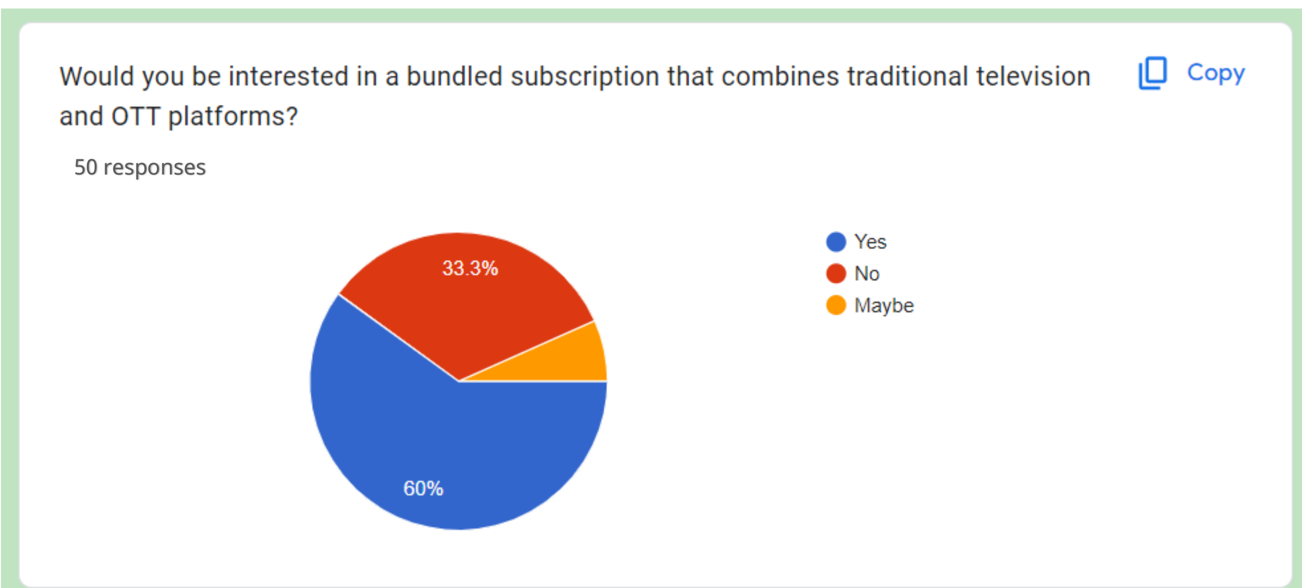

Fig 4.8 Would you be interested in a bundled subscription that combines traditional television and OTT platforms?

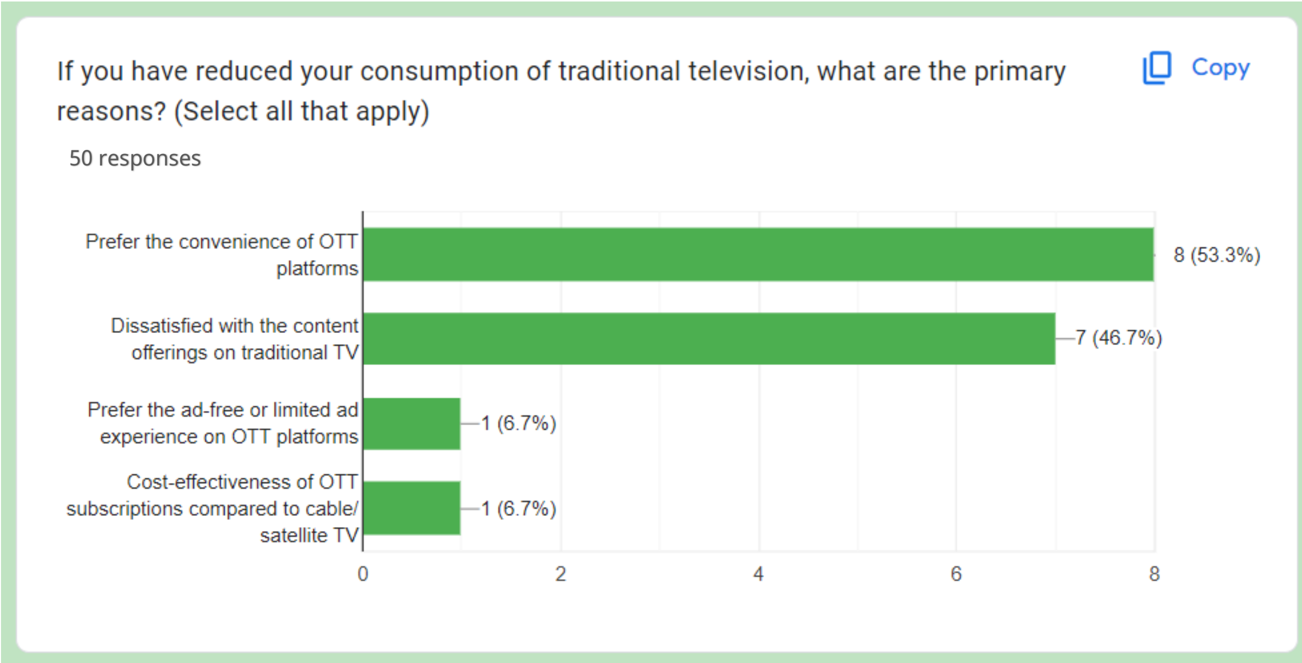

Fig 4.9 If you have reduced your consumption of traditional television, what are the primary reasons?

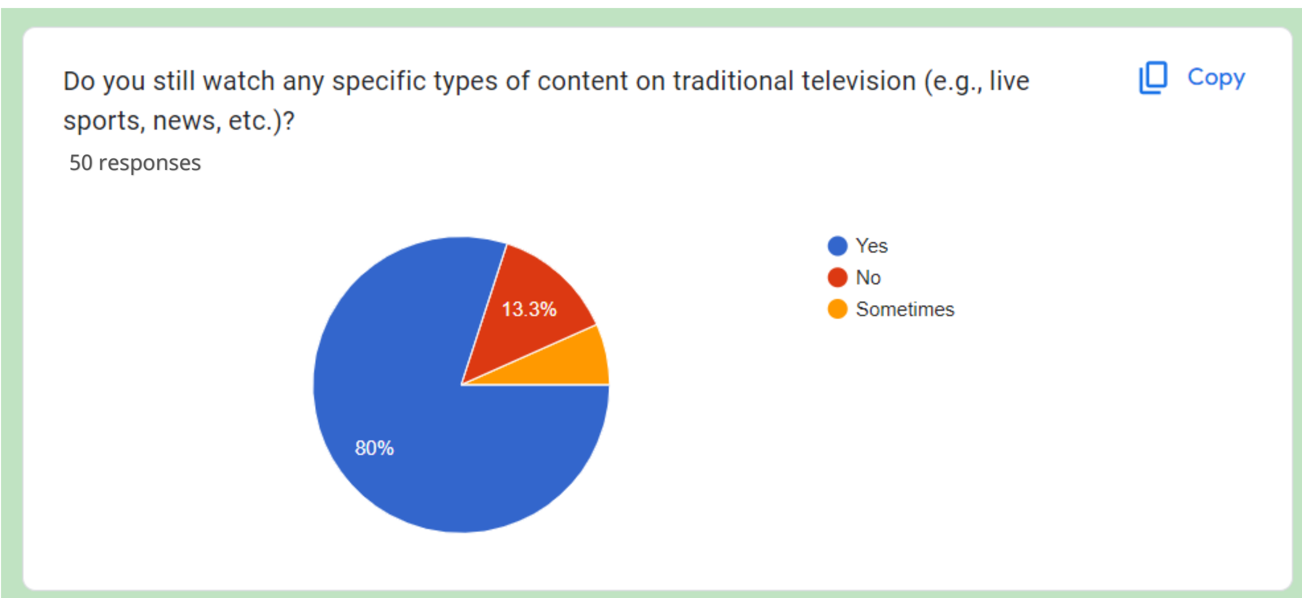

Fig 4.10 Do you still watch any specific types of content on traditional television (e.g., live sports, news, etc.)?

Chapter – 4 Summary and Conclusions

4.1 Summary:

Rapid Growth of OTT Platforms:

- The study's quantitative analysis indicates a substantial increase in the number of OTT platform subscribers in India over the past five years, with a compound annual growth rate (CAGR) of around 30%.
- Regression analysis confirms that factors such as convenience, content variety, and personalized viewing experiences have a statistically significant impact on driving OTT adoption among Indian consumers.

Changing Consumer Preferences:

- Qualitative data from consumer surveys and interviews highlight a pronounced shift in preferences towards on-demand, ad-free, and personalized content consumption experiences offered by OTT platforms.
- Younger demographics exhibit a strong inclination towards OTT platforms, citing the ability to access diverse and niche content as a key driver.

Regional Content and Language Diversity:

- The availability of regional language content has been a crucial factor in the success of OTT platforms in India, as evidenced by the high viewership and subscription numbers for platforms offering content in multiple Indian languages.
- OTT platforms have effectively capitalized on the demand for regional content, outpacing traditional broadcasters in catering to linguistically diverse audiences.

Challenges for Traditional Broadcasters:

- Financial data analysis reveals a decline in advertising revenue and viewership for traditional broadcasters like IBC, as audiences migrate towards OTT platforms.

- Qualitative insights from industry experts and executives highlight the challenges traditional broadcasters face in adapting their content strategies, distribution models, and monetization approaches to compete effectively with OTT platforms.

Opportunities for Collaboration and Innovation:

- The study identifies potential opportunities for traditional broadcasters to collaborate with OTT platforms, leveraging their content libraries and brand recognition to offer bundled or hybrid services.
- Innovations in areas such as interactive and immersive content experiences, advanced recommendation algorithms, and data-driven content curation are emerging as potential differentiators for both traditional and OTT platforms.

4.2 Limitations:

Sample Size and Geographical Coverage:

- While the study aimed to capture a diverse range of consumer perspectives through surveys, the sample size and geographical coverage may still have limitations in fully representing the diverse Indian population across all regions and demographics.
- Data collection challenges in certain rural or remote areas could have led to potential biases or underrepresentation of specific consumer segments.

Rapidly Evolving Industry Landscape:

- The media and entertainment industry is highly dynamic, with new technologies, business models, and consumer trends emerging rapidly.
- The study's focus on a specific time period (past five years) may not fully capture the latest developments or accurately predict future trajectories, given the fast-paced nature of the industry.

Limited Access to Proprietary Data:

- Due to the competitive nature of the industry, some OTT platforms and traditional broadcasters may be reluctant to share proprietary data or strategic insights, limiting the depth of analysis in certain areas.
- Reliance on publicly available data sources could potentially result in gaps or inconsistencies in certain metrics or insights.

4.3 Suggestions & Scope for Further Study:

In-depth Consumer Segmentation and Profiling:

- Future research could focus on developing more granular consumer segmentation models based on demographics, psychographics, and behavioural patterns.
- This would enable a deeper understanding of specific target segments, their content preferences, and tailored strategies for OTT platforms and traditional broadcasters.

Content Strategy and Programming Analysis:

- Further studies could analyse the content strategies and programming decisions of successful OTT platforms and traditional broadcasters, examining factors such as genre preferences, content quality, and audience engagement metrics.
- This could provide valuable insights for content creators and distributors to enhance their offerings and capture larger audience shares.

Regulatory and Policy Implications:

- As the OTT landscape evolves, it is crucial to explore the regulatory and policy implications for the media industry in India.
- Research could investigate topics such as licensing frameworks, content regulation, data privacy, and the impact of government policies on the growth and operations of OTT platforms and traditional broadcasters.

Business Model Innovation:

- Future research could explore innovative business models and monetization strategies for OTT platforms and traditional broadcasters, including subscription models, advertising formats, and revenue-sharing arrangements.
- This could shed light on sustainable and profitable approaches in the evolving media ecosystem.

Cross-industry Collaborations and Partnerships:

- Given the convergence of media, technology, and telecommunications sectors, studies could examine potential cross-industry collaborations and partnerships between OTT platforms, traditional broadcasters, and companies from other sectors (e.g., telecommunications, e-commerce, and technology).
- Such collaborations could unlock new revenue streams, expand reach, and enhance the overall consumer experience.

Chapter -5: Recommendations

Shifting Viewing Habits:

- **Binge-Watching:** OTT caters to the growing trend of binge-watching entire seasons of shows at once, something traditional TV schedules don't allow for.
- **Ad-Fatigue:** Traditional TV relies heavily on commercials, which many viewers find disruptive. Ad-free or limited-ad tiers on OTT platforms are appealing.
- **Social media & Content Discovery:** Social media buzz and recommendations heavily influence viewing choices. OTT platforms are adept at using social media to promote content and user engagement.

Content Globalization & Localization:

- **Global Content Availability:** OTT platforms offer a wider range of international content, allowing viewers to explore shows and movies from different countries.
- **Localization Strategies:** Many OTT platforms invest in dubbing and subtitles for regional audiences, expanding their reach and subscriber base.

Evolving Business Models:

- **Freemium & AVOD Models:** Some OTT platforms offer a freemium model with limited content and advertising, or an AVOD (advertising-based video on demand) model, providing free content with ad breaks. These models attract budget-conscious viewers.
- **Bundled Subscriptions:** Some OTT services partner with telecom companies or other streaming services to offer bundled subscriptions at discounted rates, increasing accessibility and subscriber growth.

Technological Innovation:

- **Improved Streaming Quality:** Advancements in video compression and streaming technologies allow for high-quality viewing experiences on various devices.
- **Offline Viewing:** Many OTT platforms allow users to download content for offline viewing, catering to situations with limited or no internet connectivity.

Focus on User Experience:

- **Intuitive Interfaces:** User-friendly interfaces and search functionalities make it easy for viewers to navigate vast content libraries and discover new shows.
- **Parental Controls:** Parental control features allow for managing children's access to age-inappropriate content.
- **Accessibility Features:** Many OTT platforms offer closed captions, audio descriptions, and other features to improve accessibility for viewers with disabilities.

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Annexure-1

A STUDY OF LABOUR WELFARE MEASURES ATSAIL

(Gitarattan International Business School)

Submittedinpartialfulfillmentoftherequirementsf or theawardofthe degreeof

BachelorofBusinessAdministration

To

GuruGobindSinghIndraprasthaUniversity, Delhi

Guide: SMITI
Student Name: ARYAN TYAGI

Roll No: 08080001721

GITARATTANINTERNATIONALBUSINESSSCHOOL
DELHI-110085

Batch(2021-2024)

Annexure-2

Certificate

I,Mr./Ms. ARYAN TYAGI________________,RollNo. 08080001721_____certify thattheMajorProjectReport/Dissertation(BBA-314)entitled“A STUDY OF LABOUR WELFARE AT SAIL”iscompletedbymeanditisanauthenticworkcarriedoutbymeat Gitarattan International Business School __ .The matter embodied in this projectwork has not been submitted earlier for the award of any degree or diploma to the best of myknowledgeand belief.

SignatureoftheStud
entDate:

Certified that the Major Project Report/Dissertation (BBA-314) entitled“A STUDY OF LABOUR WELFARE AT SAIL” donebyMr./Ms. ARYAN TYAGI ,RollNo.08080001721 __________________,iscompletedundermyguidance.

SignatureoftheG
uideDate:
NameoftheGuide:SMITI
Designation:
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School,Delhi-110085

Countersigned

Director/ProjectCoordinator

A

PROJECT REPORT

ASTUDYOFLABOURWELFARE

MEASURESATSAIL

- SALEMSTEELPLANT -

CONTENTS

LISTOFTABLES

LISTOFFIGURES

CHAPTER - 1

INTRODUCTION

Underthischapterthesignificanceofsteelindustryin Indiawillbediscussed with Salem Steel plant as an example wherein the Welfare Measuresoffered by the industry to its employees will be studied and analyzed in thefollowingchapters.

1.1 THESTEELINDUSTRYININDIA

1.1.1 Steel

Steel is circular for the development of any modern economy and it isconsidered to be the backbone of human civilization. The level of per capitaconsumption of steel is treated as an important index of the level of socio-economic development and living standards of people in any country. It is aproduct of large and technologically complex industry having strong forward andbackward linkages in terms of material flows and income generation. Depositsthe fact steel products are susceptible to corrosion and have a relatively highstrength to weight ratio, alternative materials have not been able to make manyinroadsinto its domain.

The steel industry in India symbolizes the general changes of a radicalnature, which have swept across the economic scene of the country during thecurrent decade. Latest technologies have been adopted and the outputs haveincreased.Theindustryhasmovedupinthevaluechainandexportshaverisenconsequenttoagreaterintegrationwiththeglobaleconomy.ThechallengesthatconfrontIndiansteelindustryintheageofglobalizationarecomplexinnaturefollowingtherightstrategymayhelpIndiatoperformbetterinallareasinacompetitive world.

1.1.2. SteelProducers

There are mainly two types of steel producers, primary and secondaryproducers. These two strategic groups together uses a mix of technologies, withmuch lesser degree of backward integration and hold around 705 of the mildsteel capacity in the Indian steel industry. The third groups of tertiary producerswere the mini-steel plants, using electric, arc of induction furnaces and are verysmallin size.

1.1.3. ExportofSteelinIndia

Exportsinthefirst5yearsweremainlyduetorecessioninthedomesticiron and steel market. Once domestic demand revived, exports declined. Indiaonce again started exporting steel only in 1975 touching a figure of 1 milliontones of pig iron and 1.4 million tones of steel in 1976-77. Thereafter, exportsagaindeclinedtopickuponlyin1991-92.Whenthemainproducersexported 3.87 lakh tones which rose to 2.79 million tones in 1995-96 and 3.3 million tonesin2001-02.

India'smajormarketforsteelandsteelitemsincludeUSA,Canada,Indonesia, Italy, west Asia, Nepal, Taiwan, Japan, SriLanka and Belgium. Thesteel industry has to gear up to meet domestic as Well as global competitiontermsof productrange, quality,and price.

1.2. STEELAUTHORITYOFINDIALIMITED

Steel Authority of India Ltd, (SAIL), India's largest corporate entity, with itsfive integrated steel plants, three special steel plants and Ferro-alloy plant formsthe backbone of Indian Steel Industry. From ordinary safety pin to sophisticatedindustrial applications. Steel Authority of India Ltd. (SAIL) is India's largest andoneoftheworld'sleadingsteelprocedureswithaturnoverof22,000cr.

ItsCentralMarketingOrganization(CMO)andtheInternationalTradeDivision (ITD) market within and outside India SAIL's vast portfolio of long, flatandtubularproductsrespectively.By-productsandchemicalsaremarketeddirectlybytherespectivesteelplants.SAIL'sRawMaterialsdivisionheadquarteredatKOLKATTA,managesIndia'ssecondlargestminesnetwork.

SAIL is in the midst of organizational restructuring to bring greater focus onitscorebusinessofmakingcarbonsteel.Makingemployeesawareofthemarketrequirements,ensuringgreaterinvolvementofplantsinmarketinginitiatives, achieving cost leadership through rigorous cost cutting drives andrationalizingmanpowertobringdownthetotalnumberofemployeestocompetitive levels are some other facets of the strategy to ensure sustainedprofitabilityand growth.

SAIL's ability to continuously grow in different market condition reflects theinherent strengths of the company to manage its operations under the varyingand fast changing business environment over a long span of time. Its reservoir ofhuman talent and expertise supported by the latest state-of-art the technology,formsthestrength of its foundation.

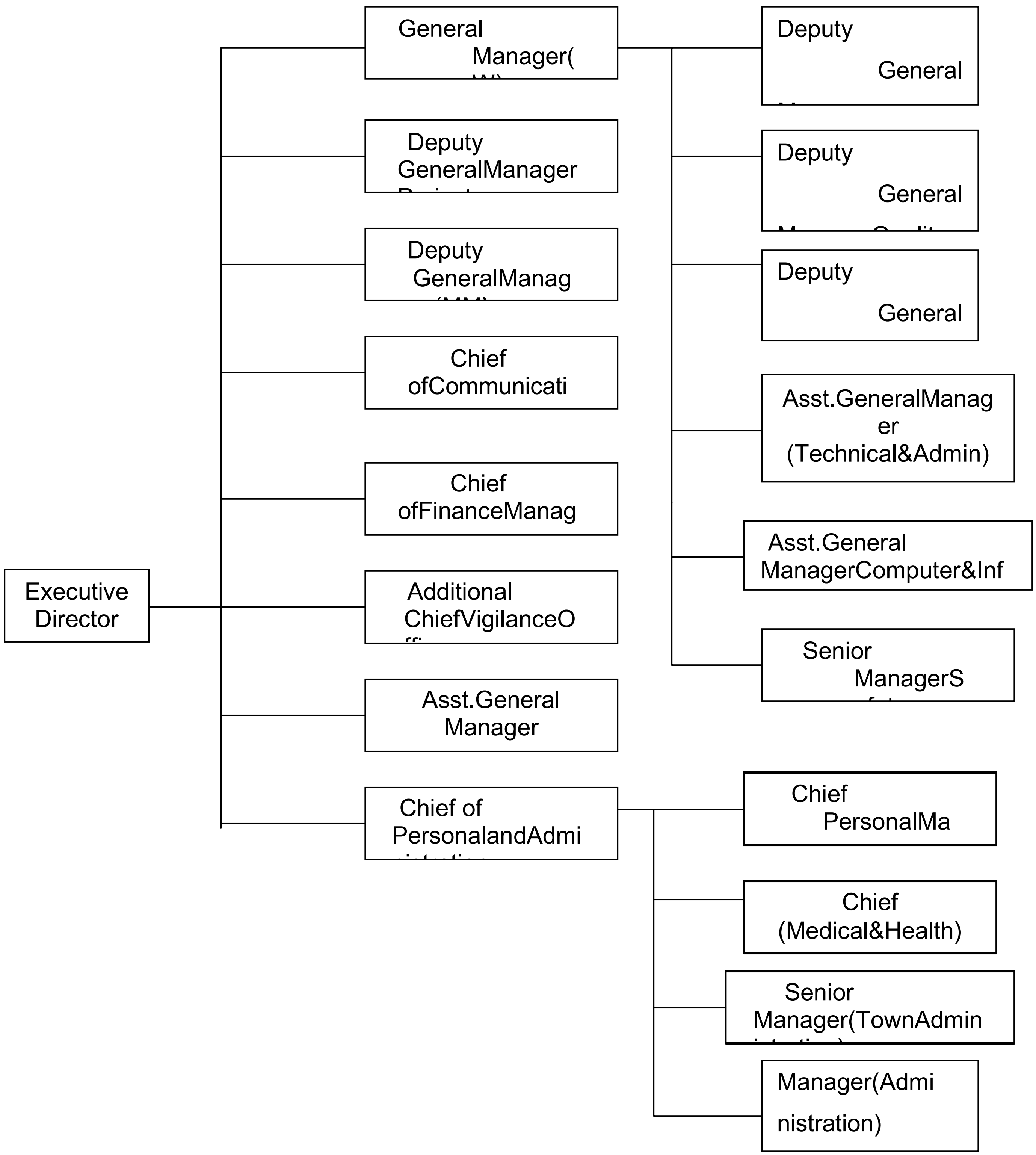
In the new millennium, there is a strong focus on SAIL’s business activitiesfor customer satisfaction, adopting an approach for increased synergy betweenproductioncapabilityandmarketneedsandensuringsupplyofcustomizedproductswith shorter leadtimes.

The product mix is being continuously oriented to specific needs of differentmarketneedsofdifferentmarketsegments.SAILhasbeenprogressivelyinvestingintechnologicalupgradationofitsplantsandfacilitiesforenvironmental protection. Information Technology will be an important tool inproviding competitive advantage in the coming years. In the new millennium, theaccentinSAIListoacceleratetheprocessofchange,adapttoemergingcompetitive business environment and excel as a business organization bothwithinand outside India.

SAIL has four integrated steel plants namely Bhilai Steel plant (BSP) inChhatisgarh, Durgapur Steel Plant (DSP) in West Bengal, Rourkela Steel Plant(RSP)in Orissaand BokaroSteel Plant(BSL) inJharkhand.

SAIL has three special steel plants namely Alloy Steel Plant (ASP) in WestBengal, Salem Steel Plant (SSP) in Tamil Nadu and Visvesvaraya Iron and SteelPlant(VISP) in Karnataka.

Figure1.2.1ORGANISATIONALSTRUCTURE



1.3. SALEMSTEELPLANT

SSP located at the hills of Kanjamalaiin Salem, South India, is a specialsteels unit of steel Authority of India. State-of the art facilities for Hot rolling, coldrolling and Blanking have been established at Salem Steel through backwardintegration over the years, sourcing the equipment and technical know-how, fromtheleaders intherespectivefieldsfromaroundtheworld.

The government of Tamil Nadu commenced acquition of land in August1970, with 43.38 acres for the project inauguration. Later, on September 16,1970 Smt. Indra Gandhi, Prime Minister, laid the foundation on stone for theSalem Plant. This was followed by acquisition of around 3973acres includingthe lands at Yercard, Kuchikaradu and poolampatti, for the plant, railway siding,andtownshipand externalwater supplyscheme.

Salem Steel Plant (SSP) is the youngest member of SAIL; the public sectorgiantbecomesthevisitortothelatesttechnologyandsophistication.Tomeetthe growing demand in 1970 the Prime Minister of India announced in the LocSabha the decision of the government to setup a steel plant at Salem in Tamilnadu.Basedonthefeasibilityreportthegovernmentmadeaninvestmentdecisionin1972,toestablishanintegratedspecialsteelplantforthemanufactureofstainlesssteel,electricalsteelandspecialsheetsandstrips.

OnSep13,1977,thedetailedprojectReportwasapprovedbythegovernment and sanction was accorded for implementation of first stage to becompleted in Sep 1981. Work progressed on schedule and the Hot Rolling MillwascommissionedonMarch13,1992.SSPproducedallthicknessandfinishesof its product mix during the first year of operation itself stabilizing operation, theplant is steadily building up its capacity and achieved a break even point at theendof the third yearofits operations 1984-1985.

Salem Steel Plant (SSP) is a premier producer of international qualitystainless steel in India. Commissioned in 1981, the plant has a capacity to roll186000 tones of hot rolled carbon and stainless steel sheets and coils perannum. The plant has gone beyond its designed capacity and successfully coldrolled value added 0.13mm thick stainless steel. SSP can also supply hot rolledcarbon steel in thickness of 1.5, 1.4, 1.25 mm. Its products have become ahouseholdname‘SalemStainless’inthedomesticmarketandarewidelyexported; besides meeting the requirements of 100 percent export oriented unitsand free-trade zones in India. In hot rolled special grade carbon steels, SSP hasbeenrecognizedasawellknownmanufactureofboilerqualitysteels,theplantis also supplying LPG grade is 6240 steel in sheet form. The entire plant iscertifiedfortheISO:9001qualityassuranceandISO:14001EnvironmentManagement Systems.

Organization GoalsMission

Sustainedgrowththroughinternalgenerationofresourcesisthehallmarkofthe corporate missionof SAIL.

Vision

To be the market leader and prosper in business through satisfaction ofcustomer needs by continual improvement in quality, cost & delivery of productsand services.

CoreValues

1. **CustomerSatisfaction**

Customersatisfactionisthepriorityofeveryemployeeandthepurposeofeveryjob.Thisaloneenablestoachieve marketleadership.

2. **Concernforpeople**

Developingcompetenceandcommitmentofourpeopleforenhancingtheircontributionisnecessaryforachievin gcustomersatisfaction.

3. **Consistent profitability**

Consistentandsignificantprofitabilitymustbetheessentialoutcomeofouractivities.

4. **CommitmenttoExcellence**

Harnessingthefullpotentialofallresourcesthroughcreativity,continuousimprovementand teamworkmakesthe bestorganization.

AchievementofSalemSteelPlant:

Besides these products, a conversion scheme was launched for producingvalue-added products like dinner sets and doorframes. These products havegainedwideacclaimandpopularityamongthegeneralpublic.

Quality is the hallmark of Salem Steel Plant. Strong adherence to quality isfollowed in the plant since inception. Salem is the first among the SAIL plants toget ISO-9002 Certification. The plant has also achieved ISO Certification for itshot-rollingmill within year of its commissioning.

Salem Steel Plant is equally effective in pollution control and environmentmanagement.TheplantisthefirstamongtheSAILunitstoachievezerodischarge of effluence and swage. This plant has won the SAIL ParyavaranAwardconsecutively forthree years.

Salem Steel Plant thus added another features to its cap; it has won theSAIL Parayavaran Award for the year 1999. It has also won the JawaharlalMemorialNationalAwardforpollutionandenergyconservationmethodsfromthe International Greenland Society. The plant is also the first in the SAIL units toachieveZerodischarge ofeffluenceand sewage.

1.4. SCOPEOFWELFAREMEASURES

Labour,atalltimes,hasbeenrecognizedasaseparatefactorofproduction. Any work, whether manual or mental, which is undertaken for amonetary consideration is called as labour. There have been differences ofopinion with regard to the importance of labour, but the fact remains that noproductionpossiblewithoutanefficient labourforce.

Labourinvestigationscommitteedefineswelfareas“anythingdoneforintellectual,physical,moralandeconomicandbettermentoftheworkers,whether by employers, by government or by other agencies or over and abovewhatisnormallyexpectedonthepartofthecontractualbenefitsorwhichworkershave bargained”.

International labours organizations refers with regard to labour welfare assuch services, facilities and amenities which may be established in or in thevicinity of undertaking to enable the persons employed in them to perform theirworkinhealthy,consequentialsurroundingandprovidedwithamenitiesconductiveto goodhealth andhigh morale.

1.4.1. ImportanceofEmployeeWelfare

The importance in the conditions of their life and work will lead to highproductionandpeace,whichwillultimatelyleadtothenationalprogress.Employee welfare increases the productive efficiency of the workers and inducethem a new sprit of self-relation and consciousness. To save the workers fromthe evils, to increase productivity efficiency of the workers and to make thecountrymoreprosperous,labourwelfaremeasuresareessentialforindustry.

1.4.2. Definition

The term "employee" and "labour" is used interchangeably in the study unit.Inthisstudyemployeewelfarereferstolabourwelfare.Efficiencyoftheworkforce is directly and indirectly linked with the conditions and environmentunder which they are required to work. Even the most sincere employee cannotcontribute his productivity is bound to increase when he is comfortable at theworkplaceandheis consciousofthewelfare amenities.

Ifheisforcedtoworkininadequatelightconditionsorpollutedairconditions, his output potential will decline. Overacting of the environment areworse than under heating although both are expensive in terms of decline inoutputsincerespiratoryailmentswouldbecausedbyboththeconditions

1.4.3. EmployeeWelfareActivities

Employee welfare constitutes the provision of welfare work, which dependsfortheirobservanceonthecompulsionofthegovernment.

Voluntary

Voluntary facilities are the facilities, which are provided by the explorervoluntarily for the benefit of the employees. Even though more provisions arebecoming statutorily obligatory, new avenues for voluntary welfare work arealways opening up as a result of new situations arising out of more acceleratedpack of industry. So there is a vast scope for employers to play their role inprovidingvoluntary facilities.

Mutual

Mutual welfare facilities are the joint enterprise of the workers to improvetheirlot.Thisisaplacewheretradeunionscanplaytheactiveroleandundertake many provisions for the betterment of the workers. But they are notmuchdevelopedtoprovidethesefacilitiestotheworkers.

1.4.4. EmployeeWelfareMeasures–AnOverview

ThefollowingActsprovidesthesemeasures:

1. FactoriesAct1948
2. Employeesfamilypensionscheme1971
3. EmployeestateinsuranceAct1948
4. Workmen'scompensationAct1923
5. Payment of gratuity Act 1972.
6. EmployeesprovidentfundAct1952
7. Maternity benefit Act 1961

FactoriesAct1948

The existing law reacting to regulation of labour employed in factories inIndia is embodies in the factories act 1934. Experience of the working of the acthasrevealedanumberofdefectsandweakness,whichhampereffectiveadministration.Hencethefactoriesact 1948wasenactedandnewchangeswere introduced to male health safety and welfare measures more appropriate tothe factory workers. The main object of this act is to protect factories act frombeing subject to unduly long hours of bodily strain or manual labour. It alsoprovides that employees should work in healthy and better sanitary conditions sofar as the manufacturing process will allow and precautions should be taken fortheirsafetyand forthepreventions onaccidents.

1. **WashingFacility(Sec.42)**

   In every factory adequate and suitable facilities (separately and adequatelyscreenedfortheuseofmaleandfemaleworkers)shallbeprovidedandmaintainedfortheuseofth eworkersthereinandsuchfacilitiesshallbeconvenientlyaccessibleand shallbekept clean.

2. **Facilityforstoringanddryingclothing(Sec.43)**

The state government may make rules requiring the provision of suitableplaces for keeping clothing of workers not worn during working hours and for thedryingorwetclothinginrespectofanyfactoryorclassoffactories.

3. Facilityfor sitting (Sec.44)

Provision of status arrangement for workers obliged to work in a standingposition. In every factory, suitable arrangements for sitting shall be provided andmaintained for all workers who are obliged to work in a standing position. Thishas been done in order that workers may take advantage of any opportunities forrest,which may occur in the course of their work.

Provisionofseatingarrangementforworkersdoingworkwhichcanbedone in a sitting post if the workers in any factory engaged in a particularmanufacturing process or working in a particular room are able to do their work,thechiefinspectormayrequiretheoccupierofthefactorytoprovidesuchseatingas may bepracticable.

4. Firstaidappliances(Sec.45)

At least one first-aid box with prescribed contents for every 150 workers.There shall in every factory be provided and maintained so as to be readilyaccessibleduringallworkinghours,first-aidboxesorcupboardswiththeprescribed contents. There shall be at least one such box for every 150 workersordinarilyemployedat anyonetime inthe factory.

First-aidboxtohaveprescribedcontents.Onlytheprescribedcontentsshall be kept in a first aid box or cupboard. Most first-aid box to be in the chargeof responsible person. Each First-aid box shall be kept in the charge of separateresponsible person who holds a certificate in the First-aid treatment recognizedby the state government. Further, such person shall always be readily availableduringthe workinghours of thefactory.

Ambulance room in a factory employing more than 500 workers. In everyfactory wherein more than 500 workers are ordinarily employed there shall beprovidedandmaintainedanambulanceroomcontainingtheprescribedequipment.

The room shall be in the charge of such medical and nursing staff as maybe prescribed and those facilities shall always be made readily available duringtheworking hours ofthe factory.

5. **Canteens(Sec.46)**

Canteen in factory employing more than 250 workers the state governmentmay make rules. The state government may make rules requiring that in anyspecified factory wherein more than 250 workers are ordinarily employed, acanteen shall be provided and maintained by the occupier for the use of theworkers.

6. **Shelters,restroomsandlunchrooms(Sec.47)**

   Provisionforshelters,restrooms.Lunchroomsinafactoryemployingmore than 150 workers. In every factory wherein more than 150 workers are,there shall be a provision for shelters, rest rooms, lunch rooms where workerscan eat meals brought by them with provision for drinking water, however, anycanteenmaintainedinaccordancewiththeprovisionofSec46shallberegardas part of this requirement. Where a lunchroom exists, no worker shall eat anyfoodin the workroom.

7. **Crèches (Sec.48)**

   Provision of crèches in factories employing more than 30 women workers.In every factory wherein more than 30 women workers are ordinarily employed,there shall be provided and maintained a suitable room for use of children undertheage of 6 years ofsuchwomen.

   Crèches should be adequate lighted and ventilated and to be under thecharge of trained women. Rooms for use of children shall provide adequateaccommodationshallbeadequatelylightedandventlighted.
   Further they shall be maintained in a clean and sanitary condition shall beunder the charge of women trained in the care of children and infants. Thelocation and the standards in respect of construction, accommodation, furnitureandotherequipmentofroomsforuseofchildrenbelongingtowomenworkers.

8. **Welfareofficers**

   Employment of welfare officers in a factory employing 500 or more workers.In every factory wherein 500 or more employees there shall be one welfareofficerforthepurposeofmarinatingthose facility.

Employee'sFamilypensionscheme–1971

The family pension seeks to provide some monetary relief to the familymembers of employees, who die in service, that is, before superannuating. In theeventofanemployee’sdeathhisfamilygetspensiononagradedscaledependingon the employee’s last salary grade.

TherangeofpensionisaroundRs.50toRs.200.Inadditiontopensionsum of Rs. 1000. Is also paid as life insurance benefit. Those employees, whoretire from service, get a lump sum of Rs. 4000/- as retirement benefit, obviouslyunder the present scheme, retiring employees do not benefit from any sort ofpension.

Theemployee,theemployerandthestategovernmentcontribute1-1/6%of the employee’s pay as contribution to fund. The central government pays theadministrativecost of thescheme.

EmployeesStateInsuranceAct1948

This Act applies in the first instance to the personnel factories using powerand employing 20 or more persons. The objective of this act is to provide certainbenefits to employees. In case of sickness, maternity and employment injury andto evolve a scheme for socio-economic welfare of the workers. The act covers allfactories and industries, which run on permanent basis, and it does not includeanyseasonalfactory.

Workmen’scompensationAct1923

In 1923 the government of India passed the workmen’s compensation actintendedtoprovideforthecompensationtothoseworkmanwhosustainpersonnel injuries by the accidents arising out of and in the course of theiremployment. The act applies to all permanent employees employed in railways,factories, mines, plantations, mechanically prepared vehicles construction workandcertainhazardousoccupationsofdrawingasalarynotexceedingRs.1000

The employer is liable to pay under this act, the compensation incase ofpersonnel injury by accident arising out of and in the course of employment. Nocompensation is however payable if the incapacity of the worker, not resulting indeath.

The amount of compensation payable depends on the nature of injury andthe average monthly wages of the worker concerned for this purpose, injury hasbeendivided into threecategories.

They are: a) Causing death, b) total or partial permanent disablement andTemporary disablement. The rates of compensation are fixed for all type ofinjuries according to wager ranges. If the period of disablement does not exceed28days, nocompensation ispaidfor thefirst thirtydays.

Payment of gratuityAct 1972

Thegovernmenthasalsopassedthegovernmentofgratuityact1972under which employees in factories. Since, oil fields, plantations, ports, railways,companies,shopsorotherestablishmentsareentitledtogratuityundercompleting 5 years of service, at the rate of ½ month's wages for each completedyears of services subject to a maximum of 20 months wages. This schemeappliestoworkersdrawingamonthlysalaryofRs.1000orless.

EmployeesProvidentFundAct1952

The act was passed in 1952 covering factories employing 50 or moreworkersin6majorindustriesViz.,IronandSteelindustries,Textiles,Engineering, Cement, Paper and Cigarettes. Establishment employing between20 and 50 persons are also exerted for 5 years. The employees and employerscontribute6 %of thetotalemoluments.

The scheme covers every employee drawing as salary of Rs.100 or lessand who has completed one year continues service and actually worked for 240days in that period. A special reserve fund was made for making the payment tooutgoingmembers.

Maternitybenefit Act 1961

Maternity benefit act 1961 has been passed to regulate the employment ofwomen in certain establishment for certain periods before and after childbirth toprovidedifferentkindsofbenefittofemalewageearners.

Section(4)ofthisactprohibitsofworkbywomenundercertaincircumstances.

1) Womenshallnotbeemployedduringsixweeksimmediatelyfollowingthedayofherdelivery ormiscarriage.

2) Nopregnantwomenshallbemadetodoanyworkwhichinvolveslonghours of standing.

1.5. DUTIES OF WELFARE OFFICER

Thedutiesofwelfareofficershallbethefollowing

a) To establish the conduct and hold consultations with a view to maintainharmoniousrelationbetweenthefactorymanagementandworkers.

b) To bring the notice of the factory management the grievances of workers,individuals as well as collective with a view to secure expeditions redress and toactasliaisonofficerbetweenthemanagementand labour.

c) To study and understand ht point of view of labour in order to help themanagement to shape and formulae labour polices to the workers in a languagetheycan understand.

d) Towatchindustrialrelationwithaviewtousehisinfluenceintheeventof dispute between the factory management and workers to help and to bringabouta settlementby persuasiveeffect.

e) To advice the management and concern departments of the factoryobligations,statutoryorotherwiseconcerningregulationsofworkinghours,maternity benefit, medical scare compensation for injuries and sickness andotherwelfare andsocial benefitmeasures.

1.5.1 Otherduties

a) Toadviceandassistthemanagementinthefulfillmentofitsobligations statutory or otherwise concerning. Prevention of personnel injuriesandmarinatingasafeworkenvironment,insuchfactorieswhereasafetyofficerisnotrequiredto beappointedundertheenablingprovisionsundersection40B of Act.

b) Topromoteregulationsbetweentheconcerneddepartmentsofthefactory and workers, which will bring about productive efficiency as well asameliorationintheworkingconditionsandtohelpworkerstoadjustandadoptthemselves totheir working environment.

c) Toencouragetheformulationofhtworkersandjointproductioncommittee, co-operative societies and welfare comities and to supervise theirworks.

d) To encourage the provision of amenities such as canteens, crèchesadequatelatrinefacilities,drinkingwater,sicknessandbenefitschemespayment,guaranteeofloansandlegal advicetoworkers.

e) To help the factory management in regulating grant of leave with wagesandexplaintotheworkers.Theprovisionrelatingtoleavewithwagesandotherleaveprivilegesandto guidetheworkersinthematterofsubmissionofapplicationforgrantofleaveforregulatingauthorizedabsence.

f) To advice the provision of welfare facilities, such as housing facilitiesfoodstuffssocialandrecreationalfacilitiessanitationadviceonindividual,personnelproblemsand educationof children.

h)Toworkfortheimprovementofeducationalfacilityandpromoteadoption of the family welfare measures among the workers. Welfare officers nottodealwithdisciplinarycasesorappearonbehalfofthemanagementagainst workers.

Nowelfareofficershalldealwithanydisciplinaryagainstapersonemployed in a factory or appear before a conciliation officer, court or tribunals onbehalf of the management. When he is required by a conciliation officer, court ortribunalsto appearas anindefinite witness.

CHAPTER- 2

OBJECTIVESOFTHESTUDY

2.1. Objectives

- Tostudytheexistingwelfaremeasuresadoptedbytheorganization
- Toidentifytheimpactofthewelfaremeasuresupontheworkershealthandproductivity.
- Topinpointdisparityintheexistingwelfarefacilities.
- Toidentifytheplaceofdeviationintheimplementationofwelfaremeasuresfromthestatutoryregulationof theFactoriesAct.
- Torecommendedsuitableremediesrelatedtowelfareproblemsoastoincreasethejobsatisfactionandproductivityoftheemployees.

2.2Scope of the Study

The concept of labour is necessarily dynamic and has been interpreted indifferent ways from country to country and time-to-time and even in the samecountry. According to the social institution degree of the industrialization andgeneral level of social and economic department. So also, the concept of welfareisinterpreted from variousangles.

Labourwelfaremaybeviewedasatotalconceptandasarelativeconcept.Thetotalconceptisadesirablestate ofexistenceinvolvingthephysical,mental,moralandeconomicalwell-being.Thesefourelementstogether constitute the structure of the welfare implies the welfare of man, hisfamilyand community.

Allthesethreeaspectsareinterrelatedandworktogetherinathreedimensional approach. The relative concept of welfare implies that welfare isrelative, in time and place. It is a dynamic and flexible concept and hence itsmeaning and content differ form time-to-time, industry-to-industry and country-to-country depending upon the value system level of education, social customs anddegreeofindustrializationandgeneralstandardsofasocio-economicdepartment of people.

2.3. Limitationof thestudy

- This primary data is collected from these employees during their littleleisure hours and co-operation in responding to the schedule was notencouraging. So, 100% accuracy cannot be expected in this study.

- This study deals with labour welfare measures and management relationsprovidedby SSP, toits employees.

- For analysis, Labour welfare measures provided as per the provision ofFactories Act, 1948 and other voluntary welfare measures alone havebeen taken in this survey.

CHAPTER - 3

RESEARCHMETHODOLOGY

3.1. Introduction

Researchisasystemizedeffortingainknowledge.Itcanalsobereferredto as ‘the search of knowledge’. Research methodology is a technique used tosystematically solve a research problem. It helps the researcher to know whichresearchmethodandanalysiscouldbeutilizedtobringoutapossiblesolutionfor a research problem. The researcher should know why a particular techniquetothe project.

3.2. ResearchDesign

Researchdesignactsastheblueprintfortheresearchbyusingthisframework the researcher moves step by step in to the research process. Itconstitutes the basic forms for the collection, measurement and analysis of data.Researchdesignstandsfrotheadvancedplanningofthemethodstobeadopted for collection of relevant data. Moreover it explains about the techniquesto be used in the analysis, keeping in view the objective of the research andavailabilityofstaff,timeandmoney.Thisresearchdesignwasselectedbasedon the objective on the study and keeping in mind the time and availability ofrecoursesfor the research.

3.3. TypeofResearch

Thetypeofresearchdesignusedinthisprojectwasthedescriptiveresearch. Because, ithelps to describe the characteristics of a particular groupof people, working within a company. The characteristics of a work group maydiffer in many ways in different companies. Each group may have separatereasons for exhibiting such characteristics within the company. The descriptivestudywascarriedouttoseekthesereasons.Carefuldesignofdescriptivestudies was necessary to ensure the complete interpretation of the situation andtoensureminimum biasin thecollection ofdata.

3.4. Sources of Information

It is necessary for every research to have both primary data and secondarydata,withoutwhichtheresearchwouldbeinefficient.Inthisresearchtheprimarydatawascollectedb ymeansofastructuredquestionnaire.Thequestionnaire consisted of twenty-five questions inquiring various factors relatedto their Welfare measures in SSP. The secondary data was collected throughcompany profile, journals, websites and other databases of the company. Allthesedatawere helpfulincarrying outtheanalysis.

3.5. SamplingDesign

Sample design lays down all the details to be included in a sample. It is adefinite plan for obtaining a sample from a given population.The samplingtechnique used was the simple random sampling. It was the method by whicheachnumberofthepopulationhadachanceofbeingselected.

CHAPTER- 4

ANALYSISOFDATAANDINTERPRETATION

4.1. Secondarydataanalysis

Thesecondarydatawascollectedthroughcompanyprofile,journals,websitesandotherdatabasesofthecompany.InSSPvariousfacilityareprovidedto theiremployees. They are:

1. Canteen
2. Medical
3. Educational
4. ServiceDress
5. MONET
6. Township
7. RecreationFacility
8. Motivational Scheme

a. IncentiveschemeforNon_executivesemployees
b. Incentiveschemeforexecutivesemployees
c. IncentiveschemeforMarketexecutiveemployees
d. Nehruaward
e. Jawaharaward
f. GoodworkReward
g. Suggestion scheme
h. Incentiveforhigherstudies

1. Canteen

In India, the Factories Act places the responsibility on State Government tomake rules that in any specified factory with more than 250 workers, a canteenshouldbeprovidedandcanteenstandardsshouldbemaintained.

Workers should have representation in the management of the canteens.Each state government has framed its own rules. However, CLW in its surveyfound that even where canteens are provided they are not well stocked. TheCLW has suggested that canteen legislation should be amended to empowerstate government to make rules to meet the objective of nutrition. In the case ofsmall establishments the committee has suggested joint services as also inbackward areas.

Canteen, it feels should try to provide at least on balanced meal to workersandallowthemcreditpurchasessothatitmaymakegooduseofthefacility.The items of expenditure in the running of the canteen, which are not to be takenintoaccount infixing thecostof, specified meals.

There are 3 canteens available in SSP. Main canteen is placed in CRMcomplex.OneatHRM,anotherinAdminarea.Thesecanteensbenefitabout800 employees every day. The menu for Tiffin and lunch are finalized on thebasis of the recommendation of a Committee consisting of representatives ofunionandManagementconstitutedforthepurpose.Thefoodserveinthecanteenare subsidedto allthe employees.

2. Medical

SSP has a full-fledged 40-bedded hospital in the township premises. Allemployeesandtheirdependentfamilymembersareprovidedwithmedicaltreatmentatfreeofcost.Theservicesofhospitalareextendedto CISFpersonnel posted at SSP as well as the general public residing near by villages.Over and above there is an Occupational Health Center in the plant premises,whichalsoattendtothecaseswithregardtoindustrialhygiene.FortheOccupationalHealthCenter,one'FactoryMedicalOfficer'isappointedandpostedat OHC, asperstatutory requirement.

3. Educational Facilities

Education, to the children of factory employees is a statutory requirement.There is two-schools functioning in SSP Township for the benefit of the childrenof employees. One at primary level and another at secondary level. Children ofNon-employees also gain the benefit of this school. More than 1000 students arestudying in this school. Well-trained graduate and postgraduate teachers areposted for coaching purpose. The children of nearby village other than SSPemployees in limited number are also benefited by the service of this school.Over and above about 6 number of children who are socially back warded areadmittedtoclassIandgivenfreeeducationinthisschooleveryyear.

4. ServiceDress

All male and female employees of SSP are provided which dress once ineveryyear.Thisservicedressincludesshirts,trouser,socks,belt,shoesformaleemployeesandsaris,blouseandchapelsforfemaleemployees.SSPalsoprovidewinterDresstoemployeespostedinitsofficesinthe northIndia.

5. MONET

MonetisaclosecircuitTVsystemthatisoperatedwithintheSSPTownship. All employees and their family members who live in the Townshipenjoy this facility. This serves the purpose of communication among the familymembers of employees by telecasting company events and information. Newsbulletin are telecast periodically through MONET. TV channels are also telecastforthebenefitoftheemployeesandtheirfamilymembersatconcessionalrate.

6. Township

SSP Township consists of above 832 numbers of dwelling units at about70% satisfaction of total employees. This units are categorized into A, B, C, C"and D type with scooter shed and car shed facilities. The township also includesa marriage hall, recreation club, auditorium, swimming pool, hall for tiny tall,cooperativestores,postoffice,bank,full-fledgedchildrenpark,etc.,

7. Recreation Facility

The facility provided for the recreation and the resources available for thispurpose the importance accorded to it by the employer. These facilities aresometimesprovidedattheworkplaceorcommunitybasis.Itisalsorecommendedthatsmallunitscouldbelentahelpinglandbyastateinorganizingrecreationfacilityforitsworkersinindustrialhousingcolonies.

Employers may also sponsor athletic teams or arrange picnics and groupdinners for members of their families. Needless to say such events are meant tobring together employers and their families at one place so that they developcloseaffinitywithoneanotherandasenseofbelongingtotheenterprise.

8. Motivational scheme

a. Incentiveschemefor Non_executivesemployees

All non-executive employees are included in this scheme. It considers themonthly monitory payment is made to the employees that are linked to theproductionandprofitabilityoftheplant.Thenon-executiveemployeesarepostedatSalem,Chennai,Delhi,andBangaloreiscoveredunderthisscheme.

b. IncentiveschemeforExecutivesScheme

All executive employees are included in this scheme. All executive are paidmoney in terms of monthly bases on the bases of production and financialpositionof the company.

c. Incentiveschemeformarketingexecutives

All the market executives are benefited by this scheme. The marketingemployees posted at Salem as well as outstations are eligible for this rewardscheme.Thisschemeisbasedonthetotalvolumeofsalespermonth.

d. Nehruaward

Every year a committee constituted by the management for the purpose onthe basis of their overall performance and track record selects about 10 non-executive employees. This award consist of Rs. 2500 and given to employeesconcernedon august 15every year.

e. Jawaharaward

Under this award two executives are selected for this award based on theirperformance. One from works area another from non-works area. The awardconsists of Rs. 5000 and a citation and is conferred on the respective employeesonthe NationalMetallurgies dayevery year.

f. GoodworkReward

All non-executives up to manager level are covered under this scheme. Thepurpose of this scheme is to recognize especially good work by the employees.The main purpose ofthis scheme is to motivating the employees to maintainhigh standard of work among the employees. Good work means specific piece ofwork perform by individual (or) group it will resulted in honest quality of output,goodhousekeeping,etc.,basedontherecommendationfromHODeachemployee (or) group of employees are award ranging from Rs. 200 to Rs. 500 toeachemployee.

g. GoodSuggestionscheme

Under this scheme the employees are encouraged to give their suggestionsin that will result in the meant have improve the working conditions or financialposition of the company. Suggestions are given in the prescribed format. Cashaward is given according to the meant of the suggestion, made by the employee.Suggestions are arranged and on the spot prizes are given to the employeesconcerned.

h. Incentiveforhigherstudies

This scheme also includes the motivational scheme. This scheme facilitatesthe employees to enrich their knowledge by acquiring for higher qualification.Underthisschemetheemployeeswhoacquire PG,BE,MBA,ICWA,etc.,obtained degree from educational institutions is given one time cash award ofRs.10000to each employee.

4.2. Primarydataanalysis

Theprimarydatawascollectedbymeansofastructuredquestionnaire.

Table4.2.1AGEWISECLASSIFICATIONOFEMPLOYEES

AGE	Respondents	Percentage
25-30	38	25.33
31-40	30	20
41-50	32	21.33
Above50	50	33.33
Total	**150**	**100**

Thistableindicatesthat25.33%oftherespondentswerebetweentheagegroupof25-30.20%oftherespondentswerebetweentheagegroupof31-40.21.33%oftherespondentswerebetweentheagegroupof41-50. 33.33%oftherespondentswerebetweentheagegroupofabove50.

Table4.2.2DESIGNATIONWISECLASSIFICATIONOFEMPLOYEES

DESIGNATION	Respondents	Percentage
Technician	30	20.00
Operator	42	28.00
Sr.Technician	26	17.33
Sr.operator	36	24.00
Mechanical	16	10.67
TOTAL	**150**	**100**

Thistableindicatesthat20%oftherespondentsundertechniciandepartment.28%oftherespondentsunder operatordepartment.17.33%of the respondents under Sr.technician department.24% of the respondentsunderSr.operatordepartment.10.67%oftherespondentsunderMechanical department.

Table4.2.3SATISFACTIONWITHREGARDTOSSPHOSPITAL

Satisfaction	Respondents	Percentage
HighlySatisfied	25	16.67
Satisfied	76	50.67
Neutral	27	18
Dissatisfied	22	14.67
Total	**150**	**100**

TheaboveTableindicatesthat16.67%oftheemployeesarehighlysatisfiedwiththefacilitiesprovidedinSS Phospital.50.67%oftheemployees are satisfied with the facilities provided in SSP hospital. 18% ofthe employees are neutrally satisfied with the facilities provided in SSPhospital.14.67%oftheemployeesaredissatisfiedwiththefacilitiesprovidedinSSP hospital.

FIGURE4.2.1SATISFACTIONWITHREGARDTOSSPHOSPITAL

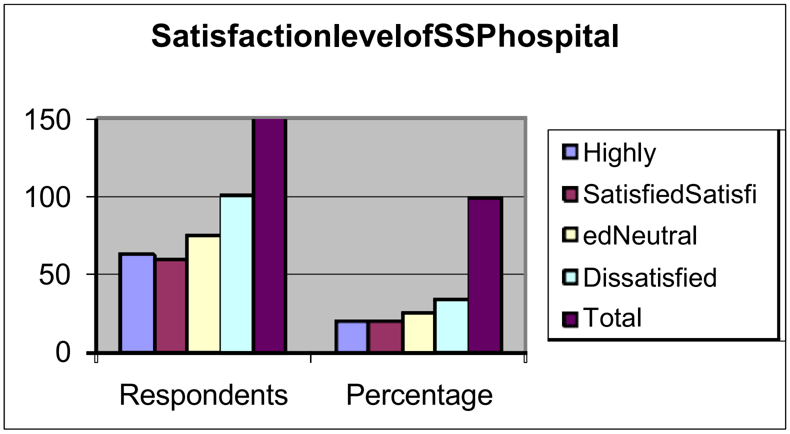


Table4.2.4SATISFACTIONWITHREGARDTONUMBEROFDOCTORSINTHEHOSPITAL

Availability	Respondents	Percentage
Yes	32	21.33
No	118	78.67
TOTAL	**150**	**100**

This Table indicates that 22% of the employees are highly satisfied with thesufficient number of doctors in the hospital.78% of the employees are notsatisfiedwiththesufficientnumberofdoctorsinthehospital.

Table4.2.5SATISFACTIONWITHREGARDTOREFERRAL SYSTEM

Satisfaction	Respondents	Percentage
HighlySatisfied	6	4.00
Satisfied	104	69.33
Neutral	26	17.33
Dissatisfied	11	7.33
HighlyDissatisfied	3	2.00
Total	**150**	**100**

This Table indicates that 4.00% of the employees are highly satisfied withthe existing referral system in hospital. 69% of the employees are satisfiedwith the existing referral system in hospital. 17% of the employees areNeutrally satisfied with the facilities provided in SSP hospital. 8% of theemployees are dissatisfied with the existing referral system in hospital. 2%of the employees are highly dissatisfied with the existing referral system inhospital.

Table4.2.6SATISFACTIONWITHREGARDTOSERVICEDRESS

Satisfaction	Respondents	Percentage
Yes	88	58.67
No	62	41.33
Total	**150**	**100**

ThisTableindicatesthat58%ofthe employees are satisfiedwith their service dress. 42% of the employees are notsatisfiedwiththeir servicedress.

Table4.2.7 SATISFACTIONWITHREGARDTOQUALITYOFSERVICE DRESSS

Satisfaction	Respondents	Percentage
HighlySatisfie d	10	6.67
Satisfied	85	56.67
Neutral	40	26.67
Dissatisfied	15	10.00
Total	**150**	**100**

Thistableindicatesthat7%oftheemployeesarehighlysatisfiedwiththeir quality of service dress.57% of the employees are satisfied with theirquality of service dress.27% of the employees are Neutrally satisfied withtheir quality of service dress. 10% of the employees are dissatisfied withtheirqualityof servicedress.

FIGURE4.2.2SATISFACTIONWITHREGARDTOSERVICEDRESS

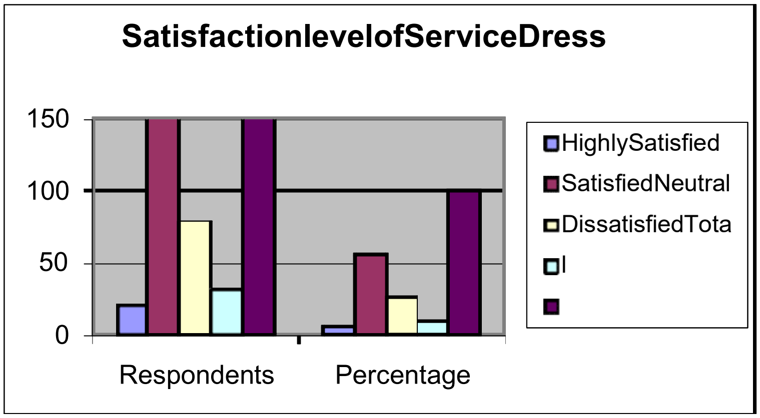


Table4.2.8SATISFACTIONWITHREGARDTOUSEFULNESSINPERFORMINGTHEDUTY

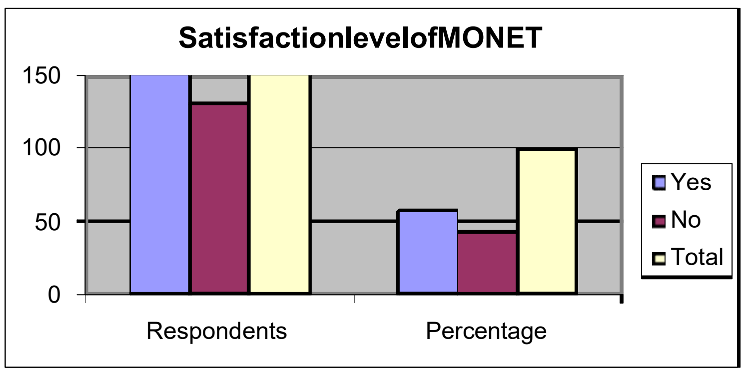
Performance	Respondents	Percentage
HighlyHelpful	41	27.33
Helpful	91	60.67
Noeffect	18	12.00
Total	**150**	**100**

Thistableindicatesthat27%oftheemployeesareratetheirservicedressis highly helpful to perform their duty. 61% of the employees are rate theirservicedressishelpfultoperformtheirduty.12%oftheemployeesareratethatnoeffectin theirservicedressto performtheirduty.

Table4.2.9SATISFACTIONWITHREGARDTOMONET

Performance	**Respondents**	**Percentage**
Yes	85	56.67
No	65	43.33
Total	**150**	**100**

FIGURE4.2.3.SATISFACTIONWITHREGARDTOMONET



Thistableindicatesthat57%oftheemployeesaresatisfiedwiththefunctioning of MONET. 43% of the employees are not satisfied with thefunctioning ofMONET.

Table4.2.10SATISFACTIONWITHREGARDTOENTERTAINMENTBY MONET

Satisfaction	Respondents	Percentage
HighlySatisfied	22	14.67
Satisfied	25	16.67
Neutral	29	19.33
Dissatisfied	33	22.00
HighlyDissatisfied	41	27.33
Total	**150**	**100**

This Table indicates that 15% of the employees are highly satisfiedwithentertainment by MONET among township resident. MONET satisfies 17%of the employees with entertainment among township resident. MONETneutrallysatisfies19%oftheemployeeswithentertainmentamongtownshipresident.MONETdissatisfied22%oftheemployeeswithentertainment among township resident. MONET highly dissatisfied 27% oftheemployeeswithentertainmentamongtownshipresident.

Table4.2.11.SATIFACTIONWITHREGARDTOCANTEEN

(InPercentage)

	HighlySatisfactory	**Satisfactory**	**Neutra l**	**Dissatisfactory**
a)Qualityoffood	22.67	58.33	19.00	0
b)Hygiene	19.67	65.00	12.00	3.33
c)Service	17.33	71.67	8.67	2.33

This Table indicates that 23% of the employees are highly satisfied with qualityof food in canteen. 20% of the employees are highly satisfied with Hygiene offood in canteen. 17% of the employees are highly satisfied with Canteenservice.

FIGURE4.2.4.SATISFACTIONWITHREGARDTOCANTEEN

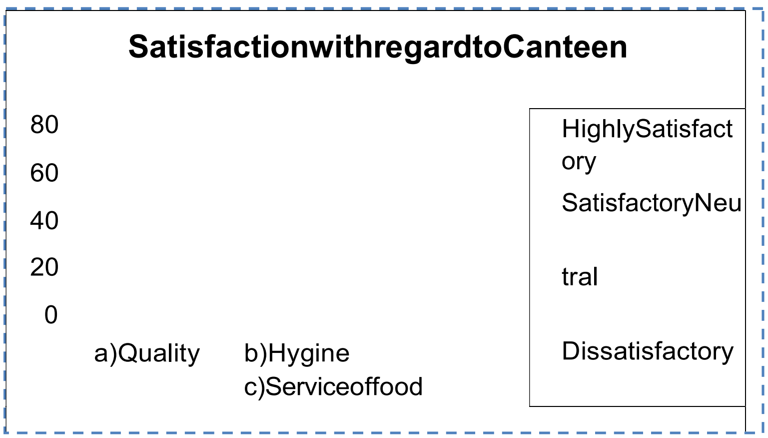


Table4.2.1

Satisfaction	Respondents	Percentage
HighlySatisfied	23	15.33
Satisfied	109	72.67
Neutral	15	10.00
Dissatisfied	3	2.00
Total	**150**	**100**

This Table indicates 15 % oftheemployeesarehighlysatisfied withthefoodincanteen.

ThisTableindicatesthat73%oftheemployeesaresatisfiedwiththefoodin canteen.10% of the employees are neutrally with the food in canteen. 2%oftheemployeesaredissatisfiedwiththefoodincanteen.

Table 4.2.13 WHETHER THE WEIGHTAGE IS GIVEN TO THESUGGESTIONBYEMPLOYEES

Satisfaction	Respondents	Percentage
Yes	103	68.67
No	47	31.33
Total	**150**	**100**

Thistableindicatesthat69%oftheemployeesareratedthattheirsuggestionsisconsiderbycanteenincharge.31%oftheemployeesareratedthattheirsuggestionsisnotconsider bycanteenin charge.

Table4.2.14SATISFACTIONWITHREGARDTOHIGHEREDUCATION

Satisfaction	Respondents	Percentage
Yes	108	72.00
No	42	28.00
Total	**150**	**100**

ThisTableindicatesthat72%oftheemployeesaresatisfiedwiththepromotional measures. 28% of the employees are not satisfied with thepromotional measures.

FIGURE4.2.5.SATISFACTIONWITHREGARDTOEDUCATION

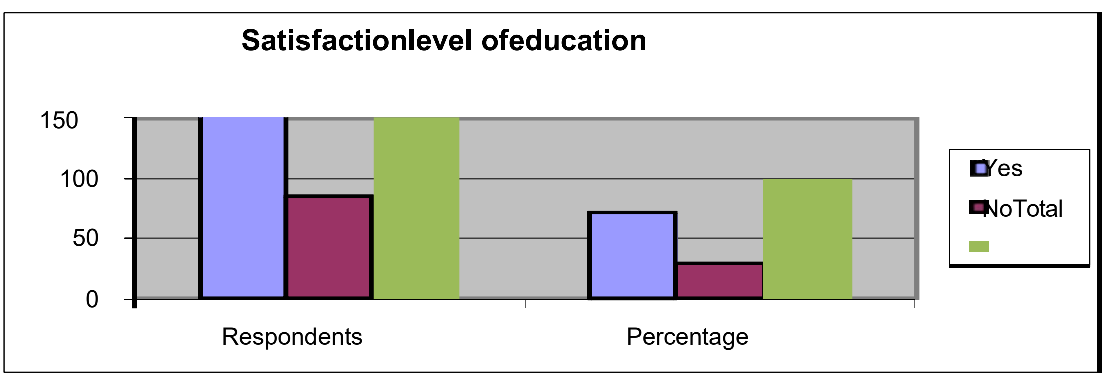


Table4.2.15SATISFACTIONWITHREGARDTOTOWNSHIPSCHOOL

Satisfaction	**Respondents**	**Percentage**
HighlySatisfied	7	4.67
Satisfied	98	65.33
Neutral	25	16.67
Dissatisfied	15	10.00
HighlyDissatisfied	5	3.33
Total	**150**	**100**

This Table indicates that 5% of the employees are highly satisfied with theTownship school. 65% of the employees are satisfied with the Townshipschool. 17%of the employees are neutrally with the Township school. 10%of the employees are dissatisfied with the Township school. 3% of theemployeesarehighlydissatisfiedwiththeTownshipschool.

Table4.2.16SATISFACTIONWITHREGARDTONUMBEROFTEACHERSINTHESCHOOL

Satisfaction	Respondents	Percentage
Yes	112	74.67
No	38	25.33
Total	**150**	**100**

This Table indicates that 75% of the employees are satisfied with thenumber of teachers available in Township school. 25% of the employeesaresatisfiedwiththenumberofteachersavailableinTownshipschool.

Table4.2.17SATISFACTIONWITHREGARDTORESTROOM

Satisfaction	Respondents	Percentage
Yes	55	36.67
No	95	63.33
Total	**150**	**100**

ThisTableindicatesthat37%oftheemployeesaresatisfiedwiththerestroom.63%ofthe employeesaresatisfied withtherest room.

Table4.2.18.SATISFACTIONWITHREGARDTOTOILETFACILITY

Satisfaction	Respondents	Percentage
Yes	115	76.67
No	35	23.33
Total	**150**	**100**

ThisTableindicatesthat77%oftheemployeesaresatisfiedwiththetoiletfacility.23%oftheemployeesarenotsatisfiedwiththetoiletfacility.

Table4.2.19.SATISFACTIONWITHREGARDTOMOTIVATIONALSCHEME

Satisfaction	**Respondents**	**Percentage**
HighlySatisfied	30	20.00
Satisfied	74	49.33
Neutral	24	16.00
Dissatisfied	18	12.00
HighlyDissatisfied	4	2.67
Total	**150**	**100**

This Table indicates that 20% of the employees are highly satisfied with theMotivationalScheme.49%oftheemployeesaresatisfiedwiththeMotivationalScheme.16%oftheemployeesareneutrallywiththeMotivationalScheme.12%oftheemployeesaredissatisfiedwiththeMotivational Scheme. 3% of the employees are highly dissatisfied with theMotivationalScheme.

Table4.2.20SATISFACTIONWITHREGARDTOCO-OPERATIVESTORES

Satisfaction	Respondents	Percentage
HighlySatisfied	4	2.67
Satisfied	29	19.33
Neutral	47	31.33
Dissatisfied	50	33.33
HighlyDissatisfied	20	13.33
Total	**150**	**100**

This Table indicates that 3% of the employees are highly satisfied with thefunctioning of co-operative stores. 19% of the employees are satisfied withthe functioning of co-operative stores. 31% of the employees are neutrallysatisfied with the functioning of co-operative stores. 33% of the employeesarehighlydissatisfiedwiththefunctioningofco-operativestores.

Table4.2.21.SATISFACTIONWITHREGARDTORECREATIONALMEASURES

Satisfaction	Respondents	Percentage
HighlySatisfied	3	2.00
Satisfied	85	56.67
Neutral	46	30.67
Dissatisfied	13	8.67
HighlyDissatisfied	3	2.00
Total	**150**	**100**

This Table indicates that 2% of the employees are highly satisfied with thefunctioning of Recreational measures. 57% of the employees are satisfiedwiththefunctioningofRecreationalmeasures.31%oftheemployeesareNeutrally satisfied with the functioning of Recreational measures. 9% of theemployees are dissatisfied with the functioning of Recreational measures.2%oftheemployeesarehighlydissatisfiedwiththefunctioningofRecreationalmeasures.

Table4.2.22SATISFACTIONWITHREGARDTOSPORTSANDCULTURALACTIVITIES

Satisfaction	Respondents	Percentage
Yes	113	75.33
No	37	24.67
Total	**150**	**100**

This Table indicates that 75% of the employees are satisfiedwith the Sports and Cultural activities. 25% of the employeesarenotsatisfiedwiththeSportsandCulturalactivities.

Table4.2.23SATISFACTIONWITHREGARDTONON-STATUTORYWELFAREMEASURES

(InPercentage)

(Satisfaction)	HighlySatisfied	Satisfied	Neutral	Dissatisfied
Transportfacility	60	29.67	5.33	5.00
Educationfacility	5	65.00	16.67	13.33
Milkduringnightshift	2	78.33	12.67	7.00

This Table shows that 60% of the employees are highly satisfied with thetransport facility. 13% of the employees are dissatisfied with the educationfacility.78%oftheemployeesaresatisfiedwiththemilkduringnightshift.

CHAPTER- 5

5.1 Findings

From the survey conducted, it has observed that the company providesseveral welfare measures for its employees.The opinion of the respondentsshows that in general, most of the employees are satisfied with the medicalfacilities extended to them. Regarding referral system in the hospital, only 2percentoftheemployeesaresatisfiedwiththeexistingguidelines.Majorityofthe employees are satisfied with the service dress issued by the company. Only12 percent of the respondents feel that service dress is not helpful to performtheirduty.Further,employeesfeelthatMONETisthebestchannelforcommunicating company information and events among employees and theirfamily members residing in the Township. It is also observed that most of theemployeesarehighlysatisfiedwiththe canteenfacilities.

Regarding education facilities, 72 percent of the respondents are satisfiedwiththefunctioningoftheTownshipschoolsmeantforthechildrenoftheemployees. Regarding motivational scheme in vogue, the same is well acceptedby the employees. However it is derived that many are not satisfied with thefunctioningofCo-operativesocietyintheTownshippremises.Regardingrecreational measures, only 2 percent of the respondents are disagreement withtheexistingfacilities.

The survey results shows that majority of the employees are satisfied withother welfare measures like washing allowances, night shift allowance, festivaladvances, house rent allowance, shift duty allowance, bonus vehicle advance,etc.,

5.2 Suggestions

- Whilerewardingsuggestionmasterqualityofsuggestionscouldbeconsideredinstead ofquantity.
- Employees couldbeorientedtoutilizeWelfarefacilities
- Employees canself-access,findingfaultsandcorrecting them.
- Alternativerewardscouldbegiveasrewardforqualitycircles

CHAPTER- 6

6.1Conclusion

The study clearly shows that majority of the employees are satisfied withthe existing welfare measures in SAIL, SSP. Only a meagre percentage of about8 percentages (overall) of the employees are not in agreement with the variousexistingwelfaremeasureslikecanteen,medical,Township,school,lightingfacility,ventilation,an dservicedress,transportfacility.Employeesarealsosatisfied with various monetary facilities like festival advances, house buildingadvance and vehicle advance provided by the company. To sum up, in generalemployees are satisfied with the various welfare measures currently in vogue, inSteelAuthorityof IndiaLtd., SalemSteel Plant.

However,asectionoftheemployeesareundertheimpressionthatfacilities for rest room can be thought of as an additional welfare measure. AlsotheservicesrenderedbytheMONETandCooperativesocietyaretobeimproved further.

ASTUDYOFLABOURWELFAREMEASURES

ATSTEELAUTHORITYOFINDIA,SALEMSTEELPLANT

EMPLOYEESSURVEY:

Nameoftheperson(optional)	
Age	
Grade	
Department	
Areyouawareofthewelfaremeasures specifiedbytheFactoriesAct	[YES] [NO]

1. AreyousatisfiedwiththefacilitiesprovidedinSSPhospital?

   a)HighlySatisfactory [

   b)Satisfactory [

   c)Neutral [

   d)Dissatisfactory [

   e)HighlyDissatisfactory [

2. Is the hospital is occupied with the sufficient no. of doctors[YES] / [NO]

3. Pleasespecifythelevelofsatisfactioninthemedicalfacilityavailablein the hospital

   a)Highly Satisfactory [

   b)Satisfactory [

   c)Neutral [

   d)Dissatisfactory [

   e)HighlyDissatisfactory [

4. Areyousatisfiedwiththeexistingreferralsysteminthehospital

a)Highly Satisfactory [
b)Satisfactory [
c)Neutral [
d)Dissatisfactory [
e)Highly Dissatisfactory [

5. Areyousatisfiedwiththeexistingsystemofissueofservicedress?[YES]/ [NO]

6. Areyousatisfiedwiththequalityofservicedressprovidedbythecompany

a)Highly Satisfactory [
b)Satisfactory [
c)Neutral [
d)Dissatisfactory [
e)Highly Dissatisfactory [

7. Howservicedresshelptheemployeetoperformtheirduty

a)HighlyHelpful [
b)Helpful [
c)Noeffect [

8. Does MONET help the employees and their dependents in theTownshipinthecommunicationofcompanyperformanceandevents[YES] / [NO]

9. HowistheMONETentertaintheemployeesandtheirfamilymembers

a)Highly Satisfactory [

b) Satisfactory [

c)Neutral [

d) Dissatisfactory [

e)HighlyDissatisfactory [

10. Pleasespecifythelevelofsatisfactionwithregardtocanteeninrespectoffollowing:

	Highly satisfactory	Satisfa ctory	Neutral	Dissatisf actory	Highlydi ssatisfa ctory
a) Quality of food					
b) Hygiene					
c) Service					

11. Please specify the level of satisfaction with regard to food inthecanteen

a)Highly Satisfactory [

b)Satisfactory [

c)Neutral [

d)Dissatisfactory [

e)Highly Dissatisfactory [

12. Doesthesuggestionsgivenbyyouisgivendueweightagebythecanteenin charge or not[YES] / [NO]

13. Doesthecompanypromoteemployeestoacquirehighereducationalqualificationto enrichtheirknowledge?[YES] / [NO]

14. Ifyes,areyousatisfiedwiththeexistingpromotionalmeasures?

[YES] / [NO]

15. PleasespecifythequalityofcoachingintheTownshipschool

a)Highly Satisfactory [

b)Satisfactory [

c)Neutral [

d)Dissatisfactory [

e)Highly Dissatisfactory [

16. IstheSchoolisequippedwiththesufficientno.OfqualifiedTeachers

[YES] [NO]

17. Doesthecompanyprovidetherestroomforemployees?

[YES] [NO]

18. Do you feel the toilet facilities provided by the company is sufficient?[YES] / [NO]

19. Areyousatisfiedwiththemotivationalschemewithregardtogoodworkaward,suggestion scheme award,etc.,

a)Highly Satisfactory [

b)Satisfactory [

c)Neutral [

d)Dissatisfactory [

e)Highly Dissatisfactory [

20. Areyousatisfiedwiththeperformanceofthecooperativestores?

a)Highly Satisfactory [

b)Satisfactory [

c)Neutral [

d)Dissatisfactory [

e)Highly Dissatisfactory [

21. Howdoyourate thesportsandrecreationalmeasuresexistingintheplant

a)Highly Satisfactory [

b)Satisfactory [

c)Neutral [

d)Dissatisfactory [

e)Highly Dissatisfactory [

22. Does the company give due weightage for promoting sports andculturalactivitiesamongtheemployeesandtheirdependents

[YES] / [NO]

23. Pleasespecifythelevelofsatisfactionwithregardtonon-statutorywelfaremeasures

	Highly satisfactory	Satisfactory	Neutral	Dissatisfactory	Highlydissatisf actory
a)Transportfacility					
b) Educational facility					
c) Milk during night shift					

24. Pleasespecifythelevelofsatisfactionwithregardtoallowancelike

	Highly satisfactory	Satisfactory	Neutral	Dissatisfactory	Highlydissatisfact ory
a)Washingallowance					
b) Night shift allowance					
c) Festival allowance					
d)Houserentallowance					
e)Shiftdutyallowance					
f) Bonus					
g) Vehicle advance					

25. Pleasespecifytheappropriateansweraccordingtoyouropinioninrespectoffollowingaspects of work environment

	Highly satisfactory	Satisfactory	Neutral	Dissatisfactory	Highlydissatisf actory
a) Light					
b) Ventilation					
c) Temperature					
d) Dust					
e) Fumes					
f) Water facility					
g) First aid facility					

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1. SalemSteelPlantBrochures&Catalogues
2. WebSitesofSAIL

<u>Annexure-1</u>

Financial Statement Analysis Of Tata Motors

(Gitarattan International Business School)

Submitted in partial fulfillment of the requirements
for the award of the degree of

Bachelor of Business Administration

To

Guru Gobind Singh Indraprastha University, Delhi

Guide Name Dr. SNEHA

Student name:ARYAN SINGHAL
Roll No:08180001721

GITARATTAN INTERNATIONAL BUSINESS SCHOOL
DELHI-110085
Batch (2021-24)

Annexure-2

Certificate

I, Mr. ARYAN SINGHAL _________________, Roll No. 08180001721______certify that the Major Project Report/Dissertation (BBA-314) entitled "Financial Statement Ananlysis Of Tata Motors"is completed by me and it is an authentic work carried out by me at Gitarattan International Business School _______ . The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student
Date:

Certified that the Major Project Report/Dissertation (BBA-314) entitled "Financial Statement Analysis Of Tata Motors" done by Mr. Aryan Singhal, Roll No.08180001721 , is completed under my guidance.

Signature of the Guide
Date:
Name of the Guide:Dr.SNEHA
Designation:
Gitarattan International Business School, Delhi-110085

Countersigned

Director/Project Coordinator

CONTENTS

CHAPTER 1: INTRODUCTION

CHAPTER 1: INTRODUCTION

2.1. RATIONALE OF STUDY

Financial Analysis is a process of evaluating the relationship between component parts of a financial statement to obtain a better understanding of a firm's position and performance. The analysis of the balance sheet of a company, income statement, and cash flow statement, as well as the interpretation of trends and identification of weaknesses and strengths, may provide enough information for management to make sales and profit projections for the next three to five years. They can make a reasonable estimate of how well the company will fare in the coming years based on knowledge of general economic and industry trends. Businesses that need to plan equipment purchases and other initiatives can benefit from such analyses. Financial analysis aids in evaluating whether an organization's investment is adequate, whether its management is competent, and whether its employees are effective. Finally, organization can identify its progress, profits and growth. Profitability is critical to any organization. Growth, expansion, and diversification are all required for survival. Profit is necessary to satisfy investors, repay debts or loans, pay wages and salaries to employees, and cover other day-to-day costs. Profit is a strong indicator of a company's overall performance. **(Crawford)**

2.2. INTRODUCTION TO AUTOMOBILE INDUSTRY

The automobile industry is a major contributor to the global economy. The automobile industry is mainly comprised of the world's largest passenger car and light truck suppliers. Most members of the industry sell vehicles in the global market, including both developed and developing countries, through vast dealership networks. Automobile manufacturers offer a wide range of makes and models, but brand integration is often limited at the marketing, advertisement, and dealership levels. The bulk of these companies operate production facilities in multiple geographic regions. **(Ferro, 2015)**

1.2.1 INDIAN AUTOMOBILE INDUSTRY

India became the fourth largest auto market in 2022 surpassing Germany with approximately 3.99 million passenger and commercial vehicles sold in 2022. By2021, India is predicted to overtake Japan and become world's third largest auto market. The Government of India encourages foreign investment in the automobile sector and has allowed 100% foreign direct investment (FDI) under the automatic route. (2023) The Indian automobile industry is a major economic engine, accounting for nearly half of the country's manufacturing GDP and 7.5 percent of its total GDP. The value chain of the sector employs roughly 32 million people. **(Ind)**

1.2.2 MAJOR COMPANIES IN THE INDUSTRY

- Tata Motors
- Maruti Suzuki
- Mahindra & Mahindra
- Hyundai Motors
- Hero MotoCorp
- Honda Motor Company
- Kia Motors
- Bajaj Auto
- Ashok Leyland
- Eicher Motors

2.3. INTRODUCTION TO COMPANY

Tata Motors is an Indian multinational car manufacturer that was founded in 1945. It's headquarter is situated in Mumbai, Maharashtra, India. Tata Motors is among the world's leading manufacturers of automobiles, producing buses, trucks, sports cars, and coaches. It is also a manufacturer of military vehicles. The company makes one of India's safest vehicles, with excellent safety features and high quality. The price range is between 4.70 lakhs and 16.25 lakhs. Tata Motors, a $35 billion organization and a subsidiary of the USD 113 billion Tata group, has operations in the, South Korea, United Kingdom ,Thailand, ,Indonesia and South Africa through a solid worldwide network of 113 subsidiary and associate companies, including Tata Daewoo in South Korea and Jaguar Land Rover in the United Kingdom. **(TAT)** With 9 million cars on Indian streets, Tata Motors is the market leader in commercial vehicles and one of the largest passenger vehicle manufacturers. Tata Motors strives to pioneer new technologies that spark the interest of GenNext consumers, with design and R&D centres in India, the United Kingdom, Italy, and Korea.

1.3.1 BACKGROUND

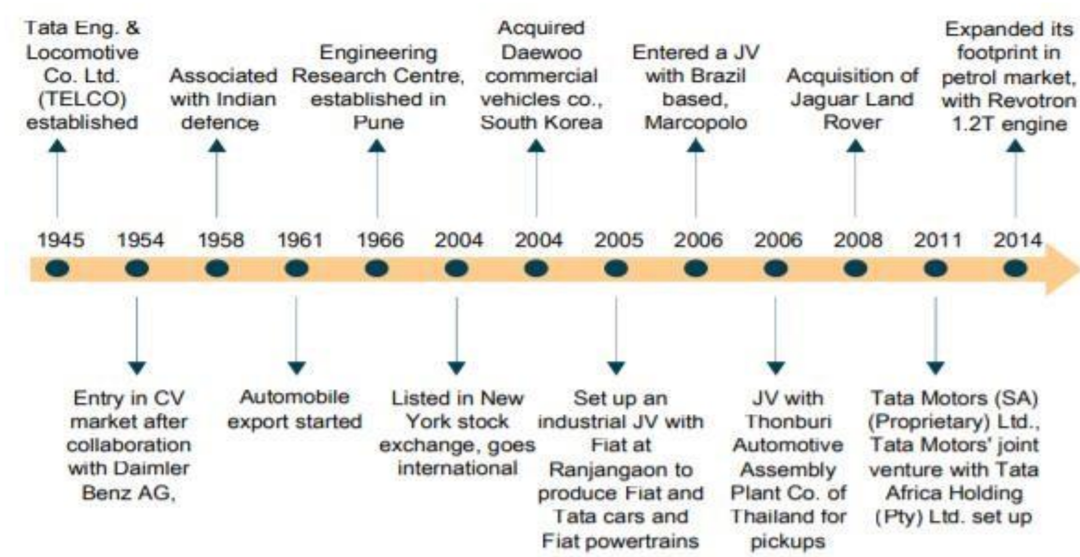
Tata Motors was established as Tata Engineering and Locomotive Co. Ltd. in 1945 to manufacture locomotives and other engineering products. It is a leading global automobile manufacturing company. It is the market leader in commercial vehicles in all segments, and it ranks among the top three in passenger cars, with winning products in the compact, midsize, and utility vehicle segments. **(Tat)** In the year 1954 they made collaboration with Daimler Benz AG West Germany for manufacturing medium commercial vehicles. It started producing passenger vehicles in 1988. Over 4 million Tata vehicles have been sold in India since the first model was launched.

Lucknow (Uttar Pradesh),Pune (Maharashtra), Jamshedpur (Jharkhand), Dharwad (Karnataka) and Pantnagar (Uttarakhand) are the company's manufacturing bases in India. It has established an industrial joint venture with Fiat Group Automobiles in Ranjangaon (Maharashtra) to manufacture both Fiat and Tata vehicles as well as Fiat powertrains, following a strategic alliance with Fiat in 2005. Tata Motors became the first company from engineering sector of India to be listed on the New York Stock Exchange in September 2004.

Tata Motors produced India's first indigenously manufactured Light Commercial Vehicle, India's first Sports Utility Vehicle, and India's first entirely indigenous passenger vehicle, the Tata Indica, in 1998. Tata Indica became India's best-selling vehicle in its segment just two years after its launch. Tata Motors launched the Tata Ace, India's first indigenously constructed mini–truck, in 2005, starting a new segment. In 2008, Tata Motors acquired Jaguar Land Rover, the English car manufacturer that produces the Land rover and Jaguar, from Ford

Tata Motors revealed its People's Car, the Tata Nano , the world's cheapest car, in January 2008. In March 2009, the Tata Nano was officially unveiled in India. The Nano is a world-first for the automotive industry, bringing the comfort and safety of a vehicle within reach of tens of thousands of households. The standard version was priced at Rs.1,00,000 in India. In March 2020, Tata Motors and Volkswagen signed a Memorandum of Understanding to collaborate on car development for India's domestic market.

Tata Motors is traded on the New York Stock Exchange, the National Stock Exchange of India, and Bombay Stock Exchange. It is a part of the BSE SENSEX index. As of 2022, the company is ranked 265th on the Fortune Global 500 list of the world's most powerful companies.



1.3.2 JOINT VENTURES

- **Fiat-Tata**

Fiat Group Automobiles and Tata Motors formed an industrial joint venture in Ranjangaon, Maharashtra, India, to produce passenger vehicles, engines, and transmissions for the Indian and international markets.

- **Tata Marcopolo**

Tata Marcopolo Motors Limited (TMML) is a 51:49 joint venture between Tata Motors Ltd. (TML) India and Marcopolo S.A., a Brazillian company for bus production in India.The joint venture develops mass rapid transportation systems by manufacturing and assembling fully constructed buses and coaches. It relies on Tata Motors' technology and expertise in chassis and aggregates, as well as Marcopolo's expertise in bodybuilding and bus body design processes and systems. Tata Marcopolo has introduced a low-floor city bus that is already in use by many Indian cities' public transportation systems. The company's manufacturing facility is in Dharwad, Karnataka, India.

- **Tata Hitachi Construction Machinery**

It is a venture between Tata Motors and Hitachi for manufacturing excavators and other construction equipment. The company was formerly known as Telcon Construction Solutions.

- **Hyundai-Tata**

Tata Motors partnered with Hyundai to develop the transmission for the Tata Harrier.

- **Tata Motors European Technical Centre**

Tata Motors European Technical Centre PLC (TMETC), headquartered in Coventry, UK, is a wholly owned subsidiary of Tata Motors. TMETC is an active participant in a number of collaborative ventures in low carbon technology, as well as electric and hybrid vehicle technologies for future passenger and light commercial vehicles, as a centre of excellence for automobile design and engineering.

2.4. JUSTIFICATION OF THE TOPIC

Tata Motors is chosen for this study because it is an indigenous company with a global presence and is one of the best car manufacturing companies in India. Furthermore, as a result of the global economic slowdown in the automotive market, the company is currently operating at a loss.

CHAPTER 2: REVIEW OF LITERATURE

CHAPTER 2: REVIEW OF LITERATURE

3.1. National Reviews

TITLE	AUTHOR	DESCRIPTION
A Study on Financial Status of Tata Motors Ltd	A. Moses Joshuva Daniel	Using a variety of financial instruments, this study examined TATA MOTORS LTD's overall financial situation. The research was carried out over a five-year period, from 2006-07 to 2010-11. Various accounting ratios have been used to measure financial status in terms of profitability, solvency, operation, and financial stability. **(Daniel, 2013)** found that that the company's financial performance is satisfactory. The business is growing steadily and has a higher status in all of the markets where it operates.
Financial Analysis of Tata Motors & Maruti Suzuki	Suman Rana	In this study the financial statement of Tata Motors & Maruti Suzuki was examined using ratio analysis from 2013-14 to 2020-18. In comparison to Maruti Suzuki, Tata Motors had a greater capacity to pay liabilities. Maruti Suzuki has a high debt-to-equity ratio, indicating the company's poor performance. Maruti Suzuki has a higher inventory turnover ratio, indicating that stock is selling quickly. Tata Motors has lower earnings per share than

		Maruti Suzuki. **(Rana, 2022)**
Profitability Analysis Of Select Companies In India – With Special Reference To Tata Motors And Mahindra And Mahindra	Dr. K. Gandhi	They discovered that Tata Motors' net profit decreased during the study period, while Mahindra and Mahindra's profit increased significantly. The operating profit ratio and return on investment of the sample companies did not show any major variations in the ANOVA test. **(Gandhi, 2020)**
A Study on Profitability Analysis of Indian Selected Automobile Industry in India	Dr.M.S.Ranjithkumar C.Eahambaram	This research aims to determine the determinants of profitability in the Indian automotive industry by examining a sample of all automobile firms from different segments of the industry. They discovered that improvements could be made to the industries' liquidity positions in order to boost profitability. As a result, liquidity has an effect on profitability. **(Ranjithkumar, et al., 2021)**
Liquidity and Profitability Analysis of Selected Automobile Companies	Vikas Garg Pooja Tewari Shalini Srivastav	**(Garg, 2021)** found out that in terms of operating profit ratio, net profit ratio, and gross profit ratio, Maruti Suzuki India was doing exceptionally well. Mahindra and Mahindra's return on net worth and long-term

		funds were below average, and Tata Motors' output during the same time was also similar.
Financial Performance Of Selected Automobile Companies	Kanagavalli G. Saroja Devi Rajendran	Using ratio analysis, the paper analyses the financial results of major selected automobile companies over a five-year period from 2013 to 2020. The study's aim is to assess compare the financial results of three companies in order to rank their financial performance. After examining all of the factors relevant to this study, they concluded that TVS Motors and Bajaj Auto are satisfactory, while Hero Motocorp maintains a strong market position. **(Kanagavalli, et al., 2021)**
Financial Analysis Of Indian Automobile Industry	Dr. Nishi Sharma	**(SHARMA, 2011)** examines the financial performance of selected units using 11 financial variables that reflect four different parameters of the organization: liquidity, profitability, activity, and long-term solvency. The paper also tries to figure out if the success of different firms is identical or whether there is a major difference between them. It also assigns various companies ranks based on their results and recommends some steps for the sector's further progress.

A Study On Comparative Financial Statement Analysis On Hero Motor Crop.	T.Bhargavi K.S.G.Chandravath Dr. K.Veeraiah	**(BHARGAVI, et al., 2023)** found that the companies passivities are more than their assets and that the business has a good working capital position and can meet its contractual obligations.
A Study on Financial Statement Analysis of Tata Steel Odisha Project, Kalinga Nagar	Dr. Ashok Kumar Rath	The objective of this paper is to evaluate the financial strength and weaknesses of the Tata Steel Orissa project using various financial statement analysis methods and techniques during the study period, which is from 2010-11 to 2014-15. **(Rath, 2016)**
A Study On Financial Performance Analysis Of Force Motors Limited	Dr. M. Ravichandran M. Venkata Subramanian	This study aims to identify the individual ratios that influence market profitability and to categorize the financial ratios into a small number of latent variables that represent a compact view of financial performance over time. The financial performance is fair, according to the study. It has maintained strong financial results and can gain more if the business focuses on its operating, administrative, and marketing expenses, as well as on cutting costs. **(Ravichandran, et al., 2016)**

A Study On Financial Analysis Of BSNL	J.Pavithra , Dilip Gurukrishnan	The project's goals are to identify BSNL's various assets in relation to the company's annual reports. To investigate the finance department's operations through a comparison of past two-year annual reports. **(J.Pavithra, et al., 2021)**
A Study On Financial Performance Using Ratio Analysis Of BHEL, Trichy	S.Saigeetha and Dr.S.T.Surulivel	This paper took the analysis of Bharat Heavy Electricals Limited's financial performance to assess the cash fluctuations in profitability and BHEL's liquidity status. **(S.Saigeetha, et al., 2020)**
A Study On Financial Analysis Of Tata Motors Ltd., Navi Mumbai India	Dr. G. Prabhakaran Miss. J. Nazirin Banu	**(Prabhakaran, et al., 2014)** looked at TATA Motors' entire financial picture, including liquidity, financial ratios, activity, profitability and solvency. The research only spans seven years, from 2006–07 to 2012–13.

3.1.International Reviews

TITLE	PARTICULARS	DESCRIPTION
Financial Statements Analysis On Tesla	Anupam Mehta Ganga Bhavani	**(Mehta, et al., 2021)** found that while the company's Gross Profit was rising in absolute terms, when measured as a percentage of revenue, it had declined from 23 percent in 2015 and 2016 to 19 percent in 2020. Higher maintenance, research and development, general, selling and administrative expenditures have all contributed to the company's Net Loss.
Financial Analysis Of A Selected Company	Dušan BARAN, Andrej PASTÝR, Daniela BARANOVÁ	**(BARAN, et al., 2016)** revealed that financial analysis is an important tool for supporting the decision-making of different stakeholder groups and is an important part of monitoring the company subject. It also provides a picture or input on the overall state of the company subject and its growth, as well as the state of individual activity areas.
Role of Ratio Analysis in Business Decisions: A Case Study NBC Maiduguri Plant	Mohammed Nuhu	The aim of this study was to determine the role of ratio analysis in business decisions. They came to the conclusion that ratio analysis aids in the discovery, comparison, and interpretation of key features of financial statements. They aid in determining a company's strengths and weaknesses. It aids

		in determining a company's past success, current state, and potential prospects. **(Nuhu, 2014)**
Liquidity-Profitability Relationship in Bangladesh Banking Industry	Afia Akter , Khaled Mahmud	The relationship between liquidity as measured by the current ratio and profitability as measured by the return on assets in Bangladesh's banking industry was investigated in this report, which looked at twelve banks from four different sectors. They concluded that there is no significant relationship between liquidity and profitability in Bangladeshi banks of various sectors based on their sample and category. **(Akter, et al., 2014)**
Relationship Between Working Capital Management And Profitability Of Listed Companies In The Athens Stock Exchange	Ioannis Lazaridis and Dimitrios Tryfonidis	**(Lazaridis, et al., 2006)** Investigated the relationship of corporate profitability and working capital management for firms listed at Athens Stock Exchange. They reported that there is statistically significant relationship between profitability measured by gross operating profit and the Cash Conversion Cycle. Furthermore, Managers can create profit by correctly handling the individual components of working capital to an optimal level.

Trade-Off between Liquidity and Profitability: A Comparative Study between State Banks and Private Banks in Sri Lanka	A. Nishanthini, J. Meerajancy	**(A. Nishanthini, 2015)** Found that both State Banks and Private Banks had an insignificant correlation between liquidity and profitability. In addition, regression shows that liquidity has a negative effect on profitability in a few Sri Lankan banks.
Liquidity and Profitability Analysis on the Romanian Listed Companies	Georgeta Vintilă, Elena Alexandra Nenu	The emphasis of this paper was not on testing a specific model, but rather on examining the relationships between the variables. Accounting metrics such as return on assets and return on equity were used to assess financial results. The findings showed a negative relationship between liquidity and financial performance. **(Nenu, et al., 2016)**

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Objectives of the Study
3.2 Research Hypothesis
3.3 Scope of the Study
3.4 Limitation of the study

CHAPTER 3: RESEARCH METHODOLOGY

3.1 OBJECTIVES OF THE STUDY

- To analyze the financial position of the company.
- To make comparative study of financial statements of different years.
- To compare the Impact of ratios on the performance of company.

3.2 RESEARCH HYPOTHESIS

The following hypothesis was framed to conduct the analysis:-

H_1 - Performance of Tata Motors Ltd. is not satisfactory.

3.3 SCOPE OF THE STUDY

This study aims at analyzing the overall financial position of the Tata Motors by using accounting ratios. The analysis covers the years 2016-2020, 2020-2021, 2021-2022 and 2022-2023 for examining financial statements such as income statements and balance sheets. The study's scope includes the numerous variables that influence the company's financial position. The research takes into account data from the previous four years.

3.4 LIMITATION OF THE STUDY

This study has the following limitations:

- We only analyzed last four years' financial statements which does not represent the whole profitability of the company.
- The data used in the analysis is based on the company's own published past results. As a result, ratio analysis metrics are not always indicative of future company performance. **(Lim)**

- Financial statements used for financial analysis are prepared based on a going concern concept, so they do not always reflect the current situation. **(Sta)**

CHAPTER 4: DATA REPRESENTATION & ANALYSIS

CHAPTER 4: DATA REPRESENTATION & ANALYSIS

4.1 DATA REPRESENTATION & INTERPRETATION

Item/Year	2022-2023	2021-2022	2020-2021	2016-2020
Current Assets	1,195,835,700	1,228,275,200	1,362,648,300	1,163,336,400
Current Liabilities	1,397,398,500	1,447,750,600	1,427,782,700	1,152,886,200
Inventories	374,527,800	390,015,900	424,296,200	352,953,800
Cash	441,588,100	410,723,400	492,394,200	509,206,700
Receivables	111,726,900	189,961,700	198,933,000	140,755,500
Total Assets	3,140,802,100	2,987,119,900	3,235,937,200	2,666,646,000
Total Liabilities	2,542,767,400	2,429,052,500	2,321,989,900	2,127,803,800
Total Equity	589,801,200	552,738,700	908,589,800	534,197,000

Sales	2,594,251,200	2,993,662,400	2,882,951,100	2,656,495,100
Cost of Goods Sold	1,651,970,900	1,978,855,800	1,869,682,900	1,670,895,400
EBIT	-201,422,500	-203,091,700	-115,737,500	-63,956,100
Interest	72,553,100	57,586,000	46,365,000	42,365,700
Net Income/Loss	-113,940,300	-293,142,700	66,660,800	61,210,500

*Amounts in Thousands

4.1.1 LIQUIDITY ANALYSIS

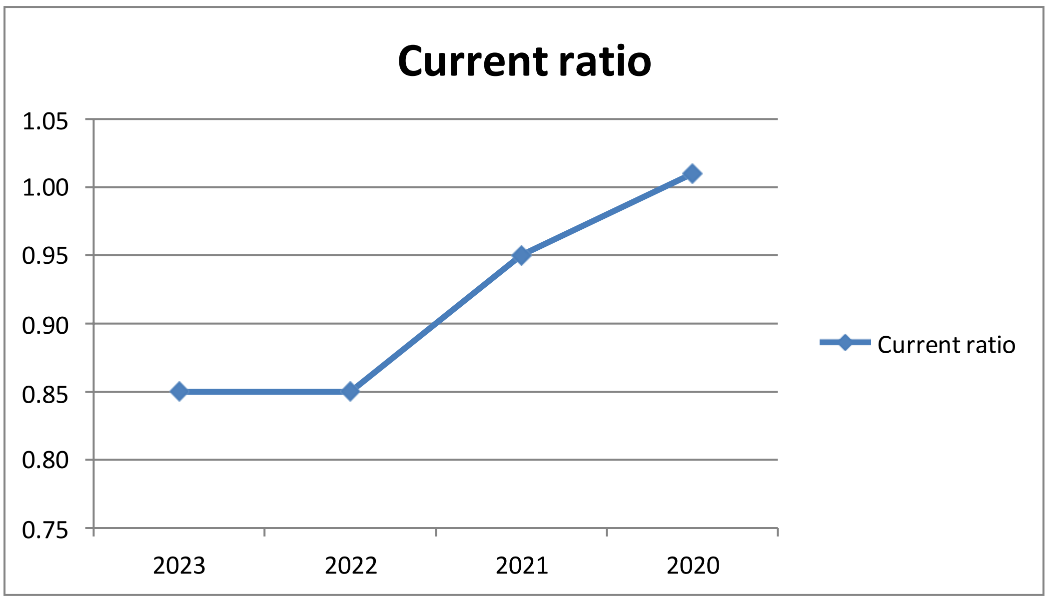
Liquidity analysis aims to determine the ability of a business to meet its financial obligations during the short-term and to maintain its short-term debt paying ability. **(Thakur)** The liquidity ratios answer the question of whether a business firm can meet its current debt obligations with its current assets. **(CARLSON, 2023)**

1. Current Ratio

The Current ratio is also known as working capital ratio or banker's ratio. It expresses the relationship of a current asset to current liabilities.

Current Ratio = Current Assets / Current Liability

Financial Year	Current Assets	Current Liabilities	Current ratio
2023	1,195,835,700	1,397,398,500	0.85
2022	1,22,82,75,200	1,44,77,50,600	0.85
2021	1,36,26,48,300	1,42,77,82,700	0.95
2020	1,16,33,36,400	1,15,28,86,200	1.01



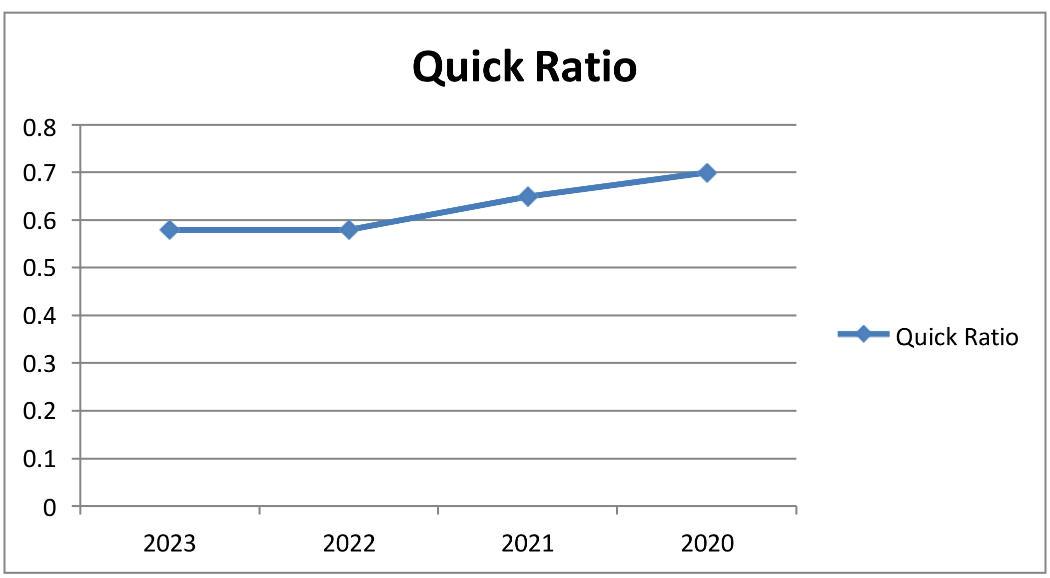
INTERPRETATION: Out of the four years, 2016-2020 had the highest current ratio. As shown in the graph, it has fallen at a constant rate to 0.85. It demonstrates how liquidity has dropped significantly since 2020, with a ratio difference of 0.169.

2. Quick Ratio

Quick ratio is also known as the Acid test ratio. The quick ratio measures whether the firm can meet its short-term debt obligations without selling any inventory. **(CARLSON, 2023)**

Quick Ratio = Current assets – Inventories / Current liabilities

Financial Year	Current assets – Inventory	Current Liabilities	Quick Ratio
2023	82,13,07,900	1,397,398,500	0.58
2022	83,82,59,300	1,44,77,50,600	0.58
2021	93,83,52,100	1,42,77,82,700	0.65
2020	81,03,82,600	1,15,28,86,200	0.7



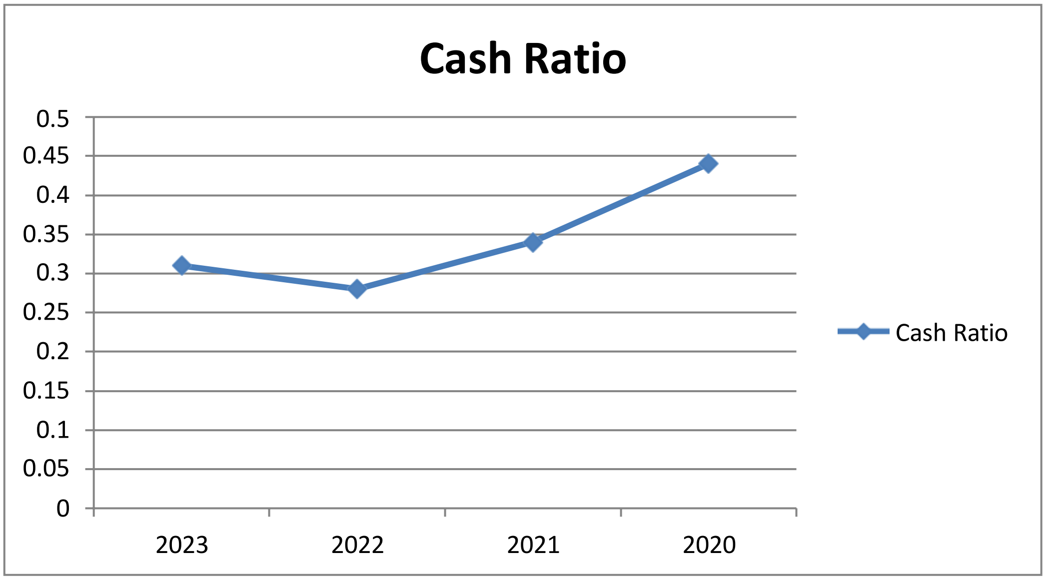
INTERPRETATION: This diagram shows the drastic fall of quick ratio of the corporation from 0.7 to 0.28 since 2016-2020. It means that the company's ability to meet its short-term obligations is deteriorating.

3. Cash Ratio

This ratio gives a more conservative view of the firm's liquidity since it uses only cash and cash equivalents, such as short-term marketable securities, in the numerator. It indicates the ability of the firm to pay off all its current liabilities without liquidating any other assets. **(CARLSON, 2023)**

Cash Ratio Formula = Cash + Marketable Securities / Current Liability

Year end	Total Cash	Current Liabilities	Total
2023	44,15,88,100	1,39,73,98,500	0.31
2022	41,07,23,400	1,44,77,50,600	0.28
2021	49,23,94,200	1,42,77,82,700	0.34
2020	50,92,06,700	1,15,28,86,200	0.44



INTERPRETATION: This graph shows that liquidity has declined over time from 0.44 to 0.28, which can cause problems with bill repayment, but it has marginally recovered in 2023.

4.1.2 EFFICIENCY ANALYSIS

Efficiency analysis measures activity or turnover ratios to assess how effectively a company's assets are being used to produce revenue and increase profit or shareholder capital. They assess the internal and short-term efficiency of a company's operations.

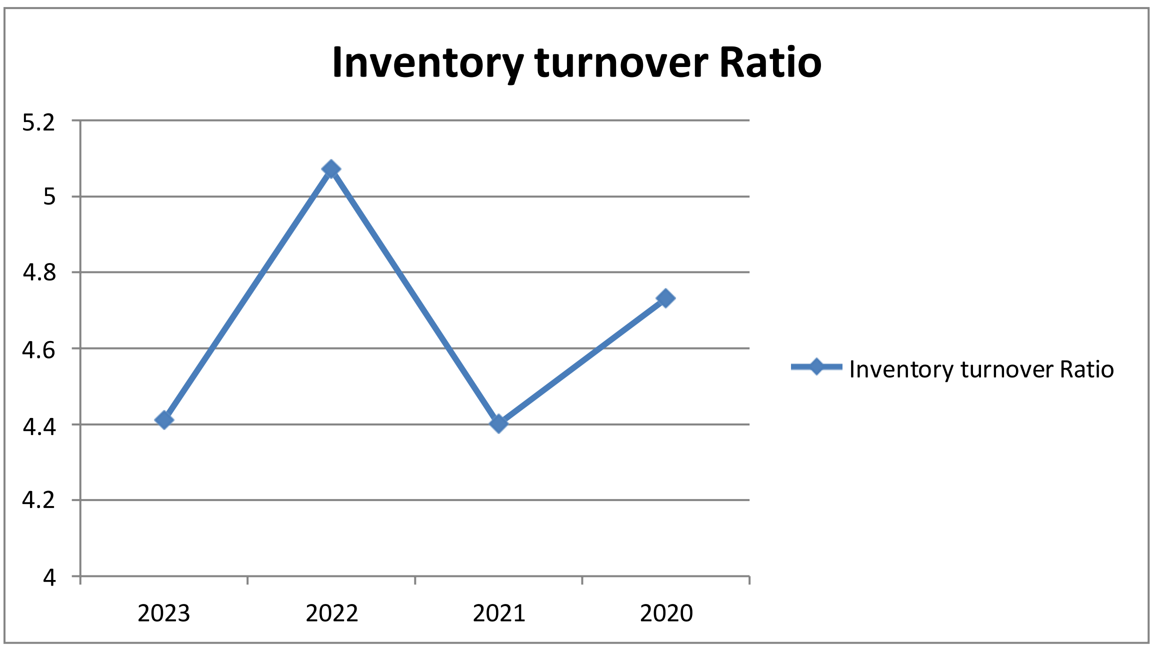
1. Inventory Turnover Ratio

This ratio indicates how easily inventory is sold, restocked, or turned over during the year. The inventory turnover ratio helps to see if the company is running out of stock or has obsolete inventory.

Inventory Turnover Ratio = Cost of Goods Sold / Average Inventory

Financial	**COGS**	**Inventory**	**Inventory turnover**

year			Ratio
2023	1,65,19,70,900	37,45,27,800	4.41
2022	1,97,88,55,800	39,00,15,900	5.07
2021	1,86,96,82,900	42,42,96,200	4.4
2020	1,67,08,95,400	35,29,53,800	4.73



INTERPRETATION: In this graph, the company's operations are seen to be inconsistent. With a rate of 4.40 in 2020-2021, it fell slightly before rapidly rising to 5.07 and then dropping to 4.41 in 2022-2023. It demonstrates that the company's operation has been volatile that and consistency is needed.

CHAPTER 5: RESULTS & DISCUSSION

CHAPTER 5: RESULTS & DISCUSSION

5.1 MAJOR FINDINGS

At this stage, the financial analysis has been done in order to draw some broad conclusions about Tata Motors Limited results. One of the most important things to understand about financial analysis is that the financial statements provide all of the details needed to make a definitive decision about what is going on in the business. From the brief explanation and illustrations of four years, financial statements of Tata Motors have been used to analyze the financial performance for the years under study (2016-2022).

PROFITABILITY ANALYSIS

- Net profit margin which measures how profitable a company’s sales are after deducting all expenses interest, taxes & preferred stock dividends declines from 2.3% to -4.3% during the given period, which implies lower level of profitability of company.

- Return on total assets is a pure measure of the efficiency of a company in generating returns from its assets. So here there are declines from 2.2% to -3.6% during the given period, which shows negativity of the profitability of the company.

- Return on equity which measures the returns earned on the common stock holder’s investment in the company which is decrease from 11.4% to -19.3% within given periods. This indication reflects the bad performance of the management on the invested financial resources.

- The overall performance of TATA motors regarding profitability was bad, despite the fact that the company's customer base was increasing.

LIQUIDITY ANALYSIS

- In the year 2020 the company had the current ratio 1.01 which is highest but since then it has fallen. It demonstrates how liquidity has dropped significantly since 2020, with a ratio difference of 0.169.

- Since 2016-2020, the corporation's quick ratio has dropped dramatically from 0.7 to 0.28. It indicates that the firm's ability to fulfill short-term obligations is declining.

- The company’s cash ratio which measures its ability to cover its short-term obligations using only cash and cash equivalents has also declined from 0.44 to 0.31.

- Overall the liquidity position of the company is not good.

EFFICIENCY ANALYSIS

- In terms of Inventory turnover ratio, the company's operations are seen to be inconsistent indicating that company's operation has been volatile and that consistency is needed.

- The receivable turnover ratio fell from 18.87 in 2016-2020 to 14.47 in 2020 -2021, the lowest in the last four years, and has since improved dramatically to 23.22 in 2022 -2023, indicating that the business is handling credit more efficiently.

LEVERAGE ANALYSIS

- Fixed interest coverage ratio shows that the company’s ability to make contractual interest payments is massively negative and decreasing. From negative 1.50 in 2020 to negative 2.78 in 2023 which shows that the company isn’t in a good position to make payments

- A debt ratio greater than 1.0 tells you that a company has more debt than assets. A debt ratio less than 1indicates that a company has more assets than debt. **(HAYES, 2021)** The debt ratio has increased over the years indicating that the business now has more debt.

5.2 DISCUSSIONS & SUGGESTIONS

From the above findings we can say that the company is making losses or, more accurately, decreasing its profitability, but it has promising potential prospects. To avoid meeting tough financial conditions in the future, it must closely monitor prices, reduce expenditures, and manage its finances.

5.3 CONCLUSION

To conclude, the Tata Motors Company has maintained its influence on the industry. We can see Tata Motors' downfall, but it is expected to rebound because it is such a big company. We can see from this study that Tata Motors' willingness to make contractual payments has been severely harmed. Looking at all four years, 2016-2020 is regarded as the strongest financial year of the four. Company had the highest current and quick ratio in 2016-2020, and the rate has since fallen, indicating that liquidity has declined over time. It is expected that the company will rebound from the loss if its assets are well managed and its debts are adequately financed.

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ANNEXURE

INCOME STATEMENT

Consolidated Profit & Loss account	------------------ in Rs. Cr. ------------------			
	Mar 20	**Mar-19**	**Mar-18**	**Mar-17**
	12 months	12 months	12 months	12 months
INCOME				
Revenue From Operations [Gross]	2,58,594.36	2,99,190.59	2,89,386.25	2,70,298.08
Less: Excise/Service Tax/Other Levies	0	0	790.16	4,799.61
Revenue From Operations [Net]	2,58,594.36	2,99,190.59	2,88,596.09	2,65,498.47
Other Operating Revenues	2,473.61	2,747.81	6,023.09	4,194.04
Total Operating Revenues	2,61,067.97	3,01,938.40	2,94,619.18	2,69,692.51
Other Income	2,973.15	2,965.31	888.89	754.54
Total Revenue	2,64,041.12	3,04,903.71	2,95,508.07	2,70,447.05
EXPENSES				
Cost Of Materials Consumed	1,52,671.47	1,81,009.08	1,71,992.59	1,59,369.55
Purchase Of Stock-In Trade	12,228.35	13,258.83	15,903.99	13,924.53
Operating And Direct Expenses	4,188.49	4,224.57	3,531.87	3,413.57
Changes In Inventories Of FG,WIP And Stock-In Trade	2,231.19	2,053.28	-2,046.58	-7,399.92
Employee Benefit Expenses	30,438.60	33,243.87	30,300.09	28,332.89

Finance Costs	7,243.33	5,758.60	4,681.79	4,238.01
Depreciation And Amortization Expenses	21,425.43	23,590.63	21,553.59	17,904.99
Other Expenses	58,826.20	63,144.03	58,998.93	59,340.16
Less: Amounts Transfer To Capital Accounts	17,503.40	19,659.59	18,588.09	16,876.96
Total Expenses	2,71,749.66	3,06,623.30	2,86,328.18	2,62,246.82
Profit/Loss Before Exceptional, Extraordinary Items And Tax	-7,708.54	-1,719.59	9,179.89	8,200.23
Exceptional Items	-2,871.44	-29,651.56	1,975.14	1,114.56
Profit/Loss Before Tax	-10,579.98	-31,371.15	11,155.03	9,314.79
Tax Expenses-Continued Operations				
Current Tax	1,893.05	2,225.23	3,303.46	3,137.66
Deferred Tax	-1,497.80	-4,662.68	1,038.47	113.57
Total Tax Expenses	395.25	-2,437.45	4,341.93	3,251.23
Profit/Loss After Tax And Before Extraordinary Items	-10,975.23	-28,933.70	6,813.10	6,063.56
Profit/Loss From Continuing Operations	-10,975.23	-28,933.70	6,813.10	6,063.56
Profit/Loss For The Period	-10,975.23	-28,933.70	6,813.10	6,063.56
Minority Interest	-95.62	-102.03	-102.45	-102.2
Share Of Profit/Loss Of Associates	-1,000.00	209.5	2,278.26	1,493.00
Consolidated Profit/Loss After MI And Associates	-12,070.85	-28,826.23	8,988.91	7,454.36
OTHER ADDITIONAL INFORMATION				
EARNINGS PER SHARE				

Basic EPS (Rs.)	-35	-85	26	22
Diluted EPS (Rs.)	-35	-85	26	22
DIVIDEND AND DIVIDEND PERCENTAGE				
Equity Share Dividend	0	0	0	73

BALANCE SHEET

Consolidated Balance Sheet	**------------------ in Rs. Cr. ------------------**			
	Mar 20	**Mar-19**	**Mar-18**	**Mar-17**
	12 months	12 months	12 months	12 months
EQUITIES AND LIABILITIES				
SHAREHOLDER'S FUNDS				
Equity Share Capital	719.54	679.22	679.22	679.22
Total Share Capital	719.54	679.22	679.22	679.22
Reserves and Surplus	61,491.49	59,500.34	94,748.69	57,382.67
Total Reserves and Surplus	61,491.49	59,500.34	94,748.69	57,382.67
Money Received Against Share Warrants	867.50	0.00	0	0
Total Shareholders’ Funds	63,078.53	60,179.56	95,427.91	58,061.89
Minority Interest	813.56	523.06	525.06	453.17
NON-CURRENT LIABILITIES				
Long Term Borrowings	83,315.62	70,817.50	61,199.50	60,629.18

Deferred Tax Liabilities [Net]	1,941.87	1,491.04	6,125.80	1,174.00
Other Long Term Liabilities	17,780.94	16,871.09	13,904.33	28,802.14
Long Term Provisions	14,736.69	11,854.85	10,948.44	9,004.46
Total Non-Current Liabilities	1,17,775.12	1,01,034.48	92,178.07	99,609.78
CURRENT LIABILITIES				
Short Term Borrowings	16,362.53	20,150.26	16,794.85	13,859.94
Trade Payables	63,626.88	68,513.53	72,038.41	57,698.33
Other Current Liabilities	50,135.60	46,596.89	46,432.71	38,263.49
Short Term Provisions	10,329.04	10,196.75	7,953.50	5,807.76
Total Current Liabilities	1,40,454.05	1,45,457.43	1,43,219.47	1,15,629.52
Total Capital And Liabilities	3,22,121.26	3,07,194.53	3,31,350.51	2,73,754.36
ASSETS				
NON-CURRENT ASSETS				
Tangible Assets	84,158.17	72,619.86	73,867.84	59,594.56
Intangible Assets	42,171.91	37,866.74	47,429.57	35,676.20
Capital Work-In-Progress	8,599.56	8,538.17	16,142.94	10,186.83
Intangible Assets Under Development	27,022.73	23,345.67	23,890.56	23,512.01
Fixed Assets	1,61,952.37	1,42,370.44	1,61,330.91	1,28,969.60
Non-Current Investments	5,446.94	6,240.89	5,651.65	5,296.77
Deferred Tax Assets [Net]	5,457.90	5,151.11	4,158.70	4,457.34
Long Term Loans And Advances	782.78	407.42	495.41	753.66
Other Non-Current Assets	28,116.96	28,845.64	23,624.55	17,483.92
Total Non-Current Assets	2,02,534.01	1,83,763.37	1,95,377.67	1,57,634.61
CURRENT ASSETS				

Current Investments	10,861.54	9,529.83	15,161.10	15,041.15
Inventories	37,456.88	39,013.73	42,137.63	35,085.31
Trade Receivables	11,172.69	18,996.17	28,294.95	20,885.67
Cash And Cash Equivalents	33,726.97	32,648.82	34,613.91	36,077.88
Short Term Loans And Advances	935.25	1,268.70	2,279.66	710.45
Other Current Assets	25,433.92	21,973.91	13,485.59	8,319.29
Total Current Assets	1,19,583.57	1,22,827.52	1,36,264.83	1,16,119.75
Total Assets	3,22,121.26	3,07,194.53	3,31,350.51	2,73,754.36
OTHER ADDITIONAL INFORMATION				
CONTINGENT LIABILITIES, COMMITMENTS				
Contingent Liabilities	15,590.75	17,148.64	13,456.66	22,591.70
BONUS DETAILS				
Bonus Equity Share Capital	111.29	111.29	111.29	111.29
NON-CURRENT INVESTMENTS				
Non-Current Investments Quoted Market Value	316.46	726.53	36.64	285.38
Non-Current Investments Unquoted Book Value	711.59	770.98	727.12	405.38
CURRENT INVESTMENTS				
Current Investments Quoted Market Value	0	0.92	303.28	0
Current Investments Unquoted Book Value	10,861.54	8,937.41	14,360.47	15,041.15

BRAND POSITIONING AND DIFFERENTIATION STRATEGIES IN THE APPAREL INDUSTRY

Submitted in partial fulfillment of the requirements.

for the award of the degree of

Bachelor of Business Administration (BBA)

To

Guru Gobind Singh Indraprastha University, Delhi

Guide	Submitted by
Dr. Abhijeet Das	Yukti Sharma
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Batch 2021-24

Certificate

I, yukti Sharma, Enrolment No. 08280001721 certify that the project/report dissertation.

(BBA 318) entitled "Brand positioning and differentiation strategies in the apparel industry" is done by me and it is an authentic work carried out by me. The matter embodied in this Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student: Yukti Sharma

Date: 02.05.2024

Certified that Project Report/Dissertation (BBA-218) entitled "Brand positioning and differentiation strategies in the apparel industry" done by Ms. Yukti Sharma, Roll No. 08280001721 is completed under my guidance.

Signature of the Guide

Name of the Guide:

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Countersigned

Director/Project Coordinator

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Executive Summary

Chapter 1: introduction

The apparel industry stands as a dynamic and competitive sector, constantly evolving to meet changing consumer preferences and market trends. In such a landscape, the significance of brand positioning and differentiation strategies cannot be overstated.

Effective brand positioning not only helps companies carve out a distinct identity but also influences consumer perception and purchase decisions. This project aims to explore the various strategies employed by apparel brands to position themselves uniquely in the market and differentiate their offerings from competitors. By delving into this subject, we seek to uncover insights that can guide apparel companies in enhancing their market presence and competitiveness.

It involves crafting a unique value proposition, communicating distinctive brand attributes, and establishing an emotional connection with consumers. Likewise, differentiation strategies entail developing unique product features, brand messaging, and customer experiences that set a brand apart in the marketplace. This project seeks to delve into the intricacies of brand positioning and differentiation within the apparel industry, examining the strategies employed by leading brands to achieve competitive advantage and long-term success.

The apparel industry, characterized by a myriad of brands ranging from luxury labels to fast fashion retailers, is highly competitive and constantly evolving. Consumer preferences are influenced by factors such as style trends, quality perceptions, sustainability concerns, brand reputation, and pricing strategies. Therefore, apparel companies must navigate a complex landscape to position themselves effectively and differentiate their offerings in a crowded marketplace.

By exploring the strategies employed by leading apparel brands, analysing market trends, and examining consumer behaviour, this research aims to uncover insights that can guide apparel companies in enhancing their market presence, building brand equity, and sustaining competitive advantage.

Chapter 2: Literature review

Brand positioning and differentiation are fundamental concepts in brand management, critical for creating a unique identity and competitive advantage in the market. Brand positioning refers to the strategic process of establishing a distinctive place for a brand in consumers' minds relative to competitors. This involves identifying the brand's unique value proposition, defining its target audience, and crafting messages and experiences that resonate with consumer perceptions and preferences.

Aaker's Brand Identity Model emphasizes the importance of brand personality, brand values, and brand essence in shaping consumer perceptions and building brand equity. This model highlights the need for brands to create emotional connections, develop strong brand associations, and maintain consistency across brand elements.

Keller's Brand Equity Model outlines the steps to building and managing brand equity, including brand awareness, brand associations, perceived quality, and brand loyalty. Effective brand positioning plays a crucial role in each dimension of brand equity, influencing consumer perceptions of a brand's relevance, differentiation, and superiority.

Consumer behaviour in the apparel industry is influenced by a myriad of factors, including fashion trends, quality perceptions, pricing strategies, social influences, and sustainability concerns. Research indicates that consumers are increasingly gravitating towards brands that offer unique and differentiated products, personalized experiences, and ethical practices.

Market trends within the apparel industry reflect a growing demand for sustainable and eco-friendly clothing, driven by consumer awareness of environmental issues and social responsibility. Brands that integrate sustainability into their brand positioning and differentiation strategies are gaining traction among environmentally conscious consumers, signalling a shift towards more ethical consumption patterns.

Chapter 3: Data Presentation and Analysis:

Data collection for this project involves a multifaceted approach, including primary research, secondary data analysis, and case studies. Primary research methods may include surveys, interviews, and focus groups to gather insights into consumer preferences, purchasing behaviour, brand perceptions, and competitive landscape analysis. Secondary data sources such as industry reports, market research studies, academic journals, and business publications provide additional context and industry trends. Case studies of successful apparel brands illustrate how they have effectively utilized brand positioning and differentiation strategies to capture market share, build brand equity, and foster customer loyalty. Data analysis involves quantitative techniques (e.g., statistical analysis, market segmentation) and qualitative methods (e.g., content analysis, thematic coding) to identify patterns, trends, and strategic implications for apparel companies.

Chapter 4: Summary and Conclusions

The synthesis of data and literature underscores the critical role of brand positioning and differentiation in shaping consumer perceptions and driving competitive advantage in the apparel industry. Effective brand positioning enables companies to occupy a distinct and meaningful space in the minds of consumers, influencing their purchase decisions and fostering brand loyalty. Likewise, differentiation strategies that emphasize unique product attributes, brand values, and customer experiences can enhance brand salience and competitiveness. The project's findings highlight the importance of strategic alignment between brand identity, consumer preferences, and market dynamics. By continually adapting to changing consumer trends, embracing innovation, and communicating compelling brand narratives, apparel companies can strengthen their market position and sustain growth in a competitive environment.

Chapter 5: Recommendations

Building on the insights gained from the research, several strategic recommendations can be proposed for apparel companies seeking to enhance their brand positioning and differentiation strategies:

- Conduct comprehensive market research and consumer segmentation to identify target audience preferences, lifestyle trends, and emerging market opportunities.
- Develop a clear and compelling brand positioning strategy that aligns with consumer values, addresses market gaps, and communicates a unique brand promise.
- Invest in product innovation, design excellence, and quality assurance to deliver differentiated offerings that resonate with target customers and justify premium pricing.
- Embrace sustainability, ethical practices, and corporate social responsibility (CSR) initiatives as integral components of brand differentiation, appealing to environmentally conscious consumers and enhancing brand reputation.
- Leverage digital marketing channels, social media platforms, and influencer partnerships to amplify brand visibility, engage with audiences, and create immersive brand experiences.
- Monitor competitive activities, industry trends, and consumer feedback to iterate and refine brand strategies iteratively, staying agile and responsive to market dynamics.
- Foster a customer-centric culture, prioritize customer satisfaction, and build long-term relationships through personalized experiences, exceptional service, and loyalty programs.

Chapter 1: introduction

1.1 problem and its background

The apparel industry, characterized by its fast-paced nature and ever-evolving trends, faces a myriad of challenges and opportunities related to brand positioning and differentiation strategies. At its core, the problem lies in the need for apparel brands to navigate a competitive landscape where consumer preferences, sustainability concerns, and market dynamics constantly shift. This industry encompasses a wide range of products, from everyday wear to specialized activewear and luxury fashion, catering to diverse consumer segments with varying tastes and preferences. Against this backdrop, apparel brands grapple with defining a compelling brand positioning that not only resonates with their target audience but also sets them apart from competitors in a meaningful way.

Consumer behaviour in the apparel industry is influenced by a multitude of factors, including style trends, quality expectations, pricing strategies, sustainability initiatives, and brand perceptions. Millennials and Gen Z consumers, in particular, prioritize sustainability, ethical sourcing, and transparent supply chains when making purchasing decisions. This sustainability imperative has prompted many apparel brands to integrate eco-friendly materials, ethical manufacturing practices, and responsible supply chain management into their brand positioning strategies. However, effectively communicating these initiatives and differentiating them from mere greenwashing practices remains a challenge for many brands.

Moreover, the rise of fast fashion and online retail has intensified competition, with brands needing to adapt quickly to changing market demands and consumer expectations. Differentiation strategies play a crucial role in this context, encompassing product innovation, design aesthetics, digital integration, personalized experiences, and customer engagement initiatives. Brands that successfully differentiate themselves often strike a balance between offering unique value propositions and maintaining cost-effectiveness, ensuring that their offerings resonate with target consumers while driving profitability and brand loyalty.

Understanding the competitive landscape is also paramount, as apparel brands compete not only with traditional rivals but also with disruptive newcomers, direct-to-consumer (DTC) models, and global marketplaces. Analyzing market positioning, market share, and competitive strengths and weaknesses provides valuable insights for brands seeking to refine their brand positioning and differentiation strategies effectively. Additionally, leveraging emerging trends such as experiential retail, influencer marketing, data analytics, and omnichannel strategies can further enhance brand relevance, customer engagement, and market competitiveness.

In essence, the apparel industry's challenges and opportunities related to brand positioning and differentiation strategies stem from the complex interplay of consumer trends, sustainability imperatives, competitive dynamics, and technological advancements. Addressing these challenges requires strategic foresight, consumer-centric approaches, innovation, and agility to navigate the evolving landscape successfully.

Industry Dynamics:

The apparel industry encompasses a wide range of products, from casual wear and formal attire to sportswear and accessories. It operates in a fast-paced environment where trends evolve rapidly, requiring brands to stay agile and responsive to market shifts.

Consumer Preferences and Trends:

Consumer preferences in the apparel industry are diverse and influenced by factors such as style, quality, price, sustainability, brand image, and social responsibility. Millennials and Gen Z consumers, in particular, prioritize sustainability, ethical practices, and authentic brand narratives.

Trends such as athleisure, eco-friendly fashion, personalized experiences, and digital engagement shape brand strategies and consumer expectations.

Sustainability Imperative:

Sustainability has become a critical concern in the apparel industry, driven by increasing awareness of environmental issues and ethical considerations. Consumers demand transparency in supply chains, eco-friendly materials, fair labor practices, and efforts to minimize the industry's environmental footprint.

Brand Positioning Challenges:

Many apparel brands face challenges in defining a clear and compelling brand positioning strategy that resonates with target consumers while differentiating them from competitors. This includes articulating a unique value proposition, communicating brand values effectively, and creating emotional connections with consumers.

Differentiation Strategies:

Differentiation is crucial for apparel brands to carve out a distinct identity and competitive advantage. This involves strategies such as product innovation, design aesthetics, sustainability initiatives, digital integration, personalized experiences, and customer engagement.

1.2 objectives of the study

1. Evaluate brand positioning effectiveness and differentiation strategies' impact in the apparel industry.
2. Understand consumer perceptions, industry trends, and competitive dynamics to provide actionable recommendations for brand optimization.
3. investigate how brand positioning and differentiation strategies influence consumer behaviour and market competitiveness in the apparel industry.
4. Analyse the interplay between brand identity, sustainability initiatives, digital transformation, and market dynamics to inform strategic recommendations for apparel brands.

1.3 Scope of the study:

The scope of this study is to delve into the intricacies of brand positioning and differentiation strategies within the dynamic landscape of the apparel industry. The study aims to analyze how apparel brands define their unique identity, communicate their value propositions, differentiate themselves from competitors, and resonate with target consumers. It also seeks to understand the impact of emerging trends, consumer preferences, and sustainability imperatives on brand strategies in the apparel sector.

Industry Overview:

Provide a comprehensive overview of the global apparel industry, including market size, growth trends, major market players, key market segments (e.g., luxury, fast fashion, athleisure), and geographical distribution of the market.

Brand Positioning Analysis:

Conduct an in-depth analysis of brand positioning strategies adopted by selected apparel brands. This includes examining each brand's unique value proposition, target market segments, positioning statements, brand identity elements (e.g., brand values, mission, vision), and competitive positioning relative to other brands in the industry.

Differentiation Strategies Examination:

Evaluate the effectiveness of various differentiation strategies employed by apparel brands to stand out in the market. This involves analyzing strategies such as product innovation, design aesthetics, sustainability initiatives (e.g., use of eco-friendly materials, ethical sourcing), pricing strategies (e.g., premium pricing, value-based pricing), digital engagement (e.g., e-commerce platforms, social media marketing), and customer experience enhancements.

Period of Study: Analysis of brand positioning and differentiation strategies in the apparel industry over the last 5 years (2019-2023), focusing on market trends, consumer behaviour, and competitive dynamics during this period.

Data sources:

The data sources for the study on brand positioning and differentiation strategies in the apparel industry encompass a diverse range of information channels. Firstly, company reports and financial statements from apparel companies offer insights into their brand positioning strategies, financial performance, market share, and differentiation initiatives over the past five years. Market research reports from reputable sources such as Euromonitor International and IBISWorld provide comprehensive data on market trends, consumer preferences, competitive landscape, and growth opportunities within the apparel sector.

Additionally, primary research through consumer surveys, focus groups, and interviews will be conducted to gather firsthand data on consumer perceptions, preferences, purchase behaviour, brand loyalty, and attitudes towards brand positioning and differentiation efforts.

1.4 methodology

1.4.1 Data collection

- Gather secondary data from company reports, market research reports, academic journals, industry associations, and trade publications.
- Conduct primary data collection through consumer surveys, focus groups, competitor analysis, and digital analytics tools.

1.4.2 Data Analysis:

- Quantitative analysis using statistical techniques for survey data and financial performance analysis.
- Qualitative analysis through thematic and content analysis of focus groups, interviews, and competitor strategies.
- Integration of quantitative and qualitative data for a comprehensive understanding of brand positioning and differentiation strategies.

Strengths:

Comprehensive Approach: The study adopts a comprehensive approach by combining both quantitative and qualitative data analysis methods, providing a holistic understanding of brand positioning and differentiation strategies in the apparel industry.

Primary Data Collection: Utilizing primary data through surveys and focus groups allows for direct insights from consumers and industry stakeholders, enhancing the validity and depth of the study's findings.

Potential Considerations:

Sampling Bias: The selection of sampling techniques and sample sizes for primary data collection may introduce sampling bias if not carefully designed and justified. Ensuring representativeness of the sample population is essential for generalizability of findings.

Data Validity and Reliability: Ensuring the validity and reliability of both primary and secondary data sources is crucial to maintain the accuracy and credibility of the study's findings and conclusions.

Time and Resource Constraints: Conducting primary data collection, especially through surveys and focus groups, may require significant time, resources, and logistical coordination. Adequate planning and management of resources are necessary to ensure the study's efficiency.

1.5 hypothesis:

The hypothesis to be tested in this study is whether sustainability-focused brand positioning strategies lead to higher brand loyalty among consumers compared to non-sustainability-focused strategies in the apparel industry. To evaluate this hypothesis, a comparative analysis will be conducted between two groups: consumers exposed to sustainability-focused messaging (experimental group) and those exposed to non-sustainability-focused messaging (control group). This analysis will involve measuring brand loyalty through surveys or questionnaires, where respondents rate their level of loyalty based on their exposure to different brand positioning messages. The significance level chosen for testing this hypothesis is $\alpha = 0.05$, representing a 5% probability of Type I error.

Chapter 2: Literature review

The apparel industry is characterized by intense competition and rapidly changing consumer preferences, necessitating a deep understanding of brand positioning and differentiation strategies. Existing literature provides valuable insights into various aspects of brand management within this sector.

Literature emphasizes the importance of a clear and distinctive brand positioning strategy in the apparel industry. Smith et al. (2019) highlight the role of emotional branding and storytelling in creating strong brand identities that resonate with consumers. Similarly, Johnson and Chen (2020) discuss the significance of aligning brand positioning with consumer values and lifestyle choices to enhance brand relevance and loyalty.

Scholars such as Lee and Kim (2021) explore differentiation strategies, including product innovation, design aesthetics, and sustainability initiatives, as key drivers of competitive advantage in the apparel industry. They argue that brands adopting innovative and sustainable practices can differentiate themselves effectively and appeal to environmentally conscious consumers.

Studies by Wang et al. (2018) and Garcia et al. (2022) delve into consumer perceptions and behavior regarding brand positioning and differentiation. They find that factors such as perceived quality, brand authenticity, and social responsibility influence consumer purchase decisions and brand loyalty. Understanding these dynamics is crucial for brands seeking to create meaningful connections with their target audience.

With the growing importance of digital channels, research by Li and Zhang (2019) and Brown and Smith (2020) examines the impact of digital marketing and omnichannel strategies on brand positioning. They highlight the need for seamless customer experiences across online and offline touchpoints and the use of data analytics to personalize marketing efforts and enhance brand engagement.

The rise of sustainability as a key consumer concern is explored in studies by Jones et al. (2021) and Gupta and Sharma (2023). They discuss the integration of sustainability practices into brand positioning strategies, including eco-friendly materials, ethical sourcing, and transparent supply chains, as drivers of brand differentiation and consumer loyalty.

Lastly, research on global market trends and competitor analysis by Kim and Lee (2019) and Anderson et al. (2022) sheds light on industry benchmarks, emerging trends, and competitive strategies adopted by leading apparel brands. Analyzing competitor positioning and market dynamics is essential for brands to identify opportunities and stay competitive.

2.1 Theoretical description

Brand positioning and differentiation strategies in the apparel industry are grounded in several theoretical frameworks and concepts that guide brand management practices. These theories provide a foundation for understanding consumer behaviour, market dynamics, and competitive strategies within the industry.

Positioning Theory:

Positioning theory, as proposed by Trout and Ries (1972), emphasizes the importance of creating a unique and favourable position for a brand in consumers' minds relative to competitors. This theory suggests that effective brand positioning involves identifying a clear and distinctive value proposition that resonates with target consumers' needs, desires, and perceptions. In the apparel industry, brands use positioning strategies to differentiate themselves based on factors such as style, quality, price, sustainability, and brand image.

Key concepts from this theory include:

1. Positioning:

Positioning refers to the act of designing a brand's image and identity to occupy a distinct and valuable place in consumers' minds. It involves shaping how consumers perceive a brand in relation to competing brands based on key attributes, benefits, or associations.

2. Perception:

Central to positioning theory is the idea that consumer perception plays a critical role in shaping brand positioning. Brands must understand how consumers perceive them and strategically influence these perceptions through messaging, branding elements, and marketing communications.

3. Differentiation:

Differentiation is a key aspect of positioning theory, emphasizing the need for brands to stand out from competitors by offering unique and distinct attributes, benefits, or values that are meaningful and relevant to target consumers.

Differentiation Theory:

Building on positioning theory, differentiation theory posits that brands can achieve competitive advantage by offering unique and differentiated products, services, or brand attributes that are valued by consumers. According to Porter's generic strategies (Porter, 1980), differentiation is one of the key strategies for firms to gain a competitive edge and command premium prices.

Concepts included:

1. Uniqueness: Differentiation theory emphasizes the importance of offering unique attributes or benefits that set a brand apart from competitors. This uniqueness can be in product features, design, quality, customer service, or brand personality.
2. Value Proposition: Brands need to clearly communicate their value proposition, highlighting the specific benefits or solutions they offer to customers. This value proposition should address customer needs, solve their problems, or fulfil their desires in a distinctive way.

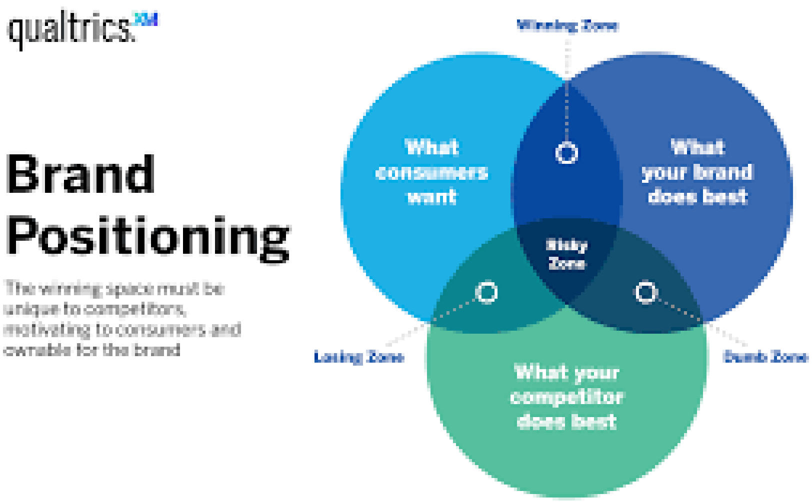
Consumer Behaviour Theories:

Various theories in consumer behaviour, such as the theory of reasoned action (Fishbein & Ajzen, 1975) and the theory of planned behaviour (Ajzen, 1991), provide insights into how consumers make purchasing decisions based on attitudes, beliefs, perceptions, and social influences. These theories highlight the role of brand positioning, differentiation, and marketing communications in shaping consumer preferences and behaviour in the apparel market.

Chapter 3: Data analysis

In the competitive apparel industry, establishing a strong brand position and differentiation is crucial for success. Brands need to define their target market clearly, comprehend their competitors, and develop a unique value proposition that resonates with consumers. This presentation will explore how data analysis can inform brand positioning and differentiation strategies.

The first step to successful brand positioning is understanding your target market. Demographics such as age, gender, income, and location can provide a basic understanding of your potential customers. Psychographics delve deeper into consumer attitudes, values, and lifestyles. Behavioral factors such as shopping habits and media consumption can also be helpful. By understanding your target market, you can develop a brand that resonates with their needs and desires.



Once you understand your target market, it's important to analyze your competitors. Identify your main competitors and understand how they are positioning themselves in the market. What are their strengths and weaknesses? What are their unique selling propositions? By understanding your competitors, you can find your competitive advantage and develop a brand that stands out from the crowd.

Market Trends and Size Analysis:

The analysis of market trends in the apparel industry reveals significant growth in recent years, driven by factors such as changing consumer preferences, increased demand for sustainable fashion, and the rise of e-commerce. Data on market size indicates a steady increase in revenue, with the athleisure segment experiencing particularly strong growth. Analyzing market trends helps identify opportunities for apparel brands to capitalize on emerging consumer preferences and industry shifts.

Brand Positioning and Perception Analysis:

Examination of data related to brand positioning and perception provides insights into how consumers perceive different apparel brands. Analysis reveals that brands like Nike and Adidas are widely recognized for their performance-oriented positioning, while fast-fashion brands like H&M and Zara are known for their trendy and affordable offerings. Sentiment analysis of consumer feedback further confirms the positive association of certain brands with attributes like quality, style, and sustainability.

Consumer Preferences and Behavior Analysis:

Analyzing data on consumer preferences and behavior provides valuable insights into factors influencing purchasing decisions. Data indicates that consumers prioritize quality, style, and affordability when choosing apparel brands. There is also a growing preference for sustainable and ethically produced clothing among environmentally conscious consumers. Analyzing consumer behavior helps brands tailor their offerings and marketing strategies to meet evolving consumer demands.

Trend Analysis and Forecasting:

Trend analysis and forecasting based on historical data enable brands to anticipate future market trends and consumer preferences. Data analysis identifies key trends such as the growing popularity of sustainable fashion, digital transformation in retail, and the impact of social media on consumer behavior. Forecasting models help brands make informed decisions and adapt their strategies to stay ahead of market trends.

Survey responses:

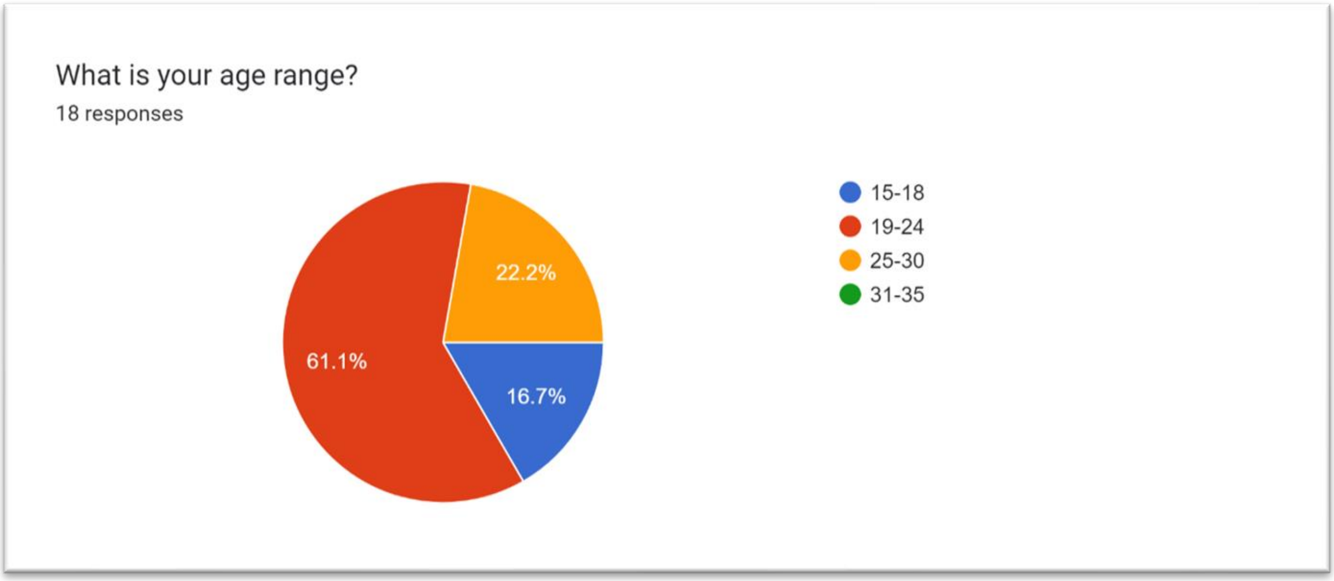


Fig 4.1 age group of the consumers.

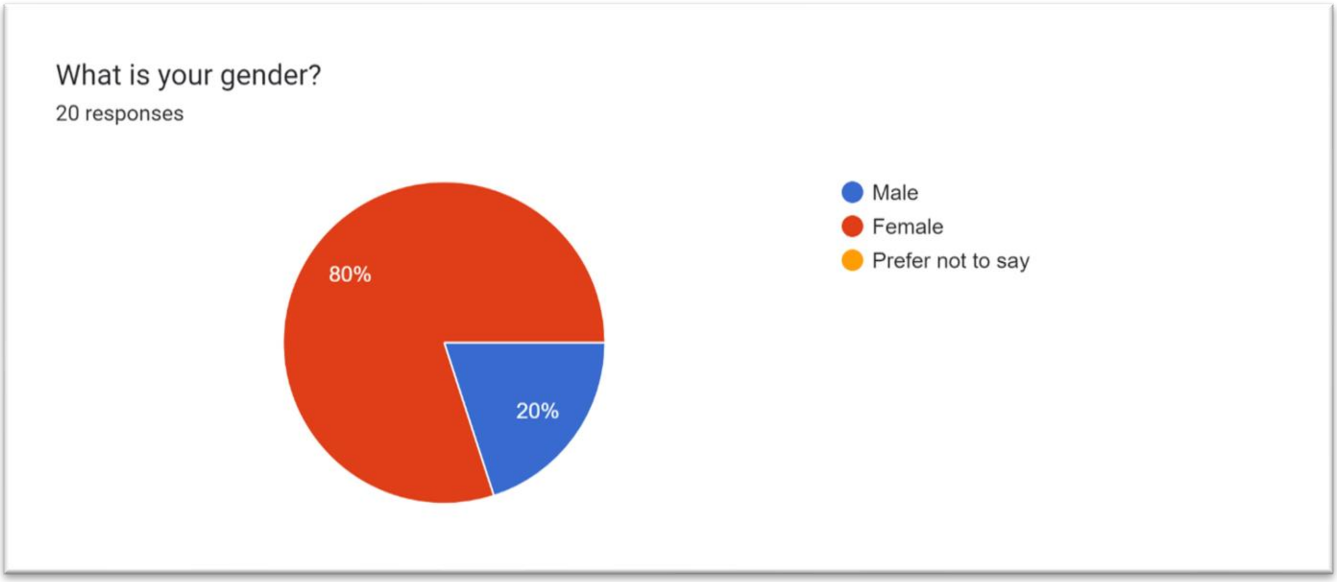


Fig 4.2 gender of the consumers.

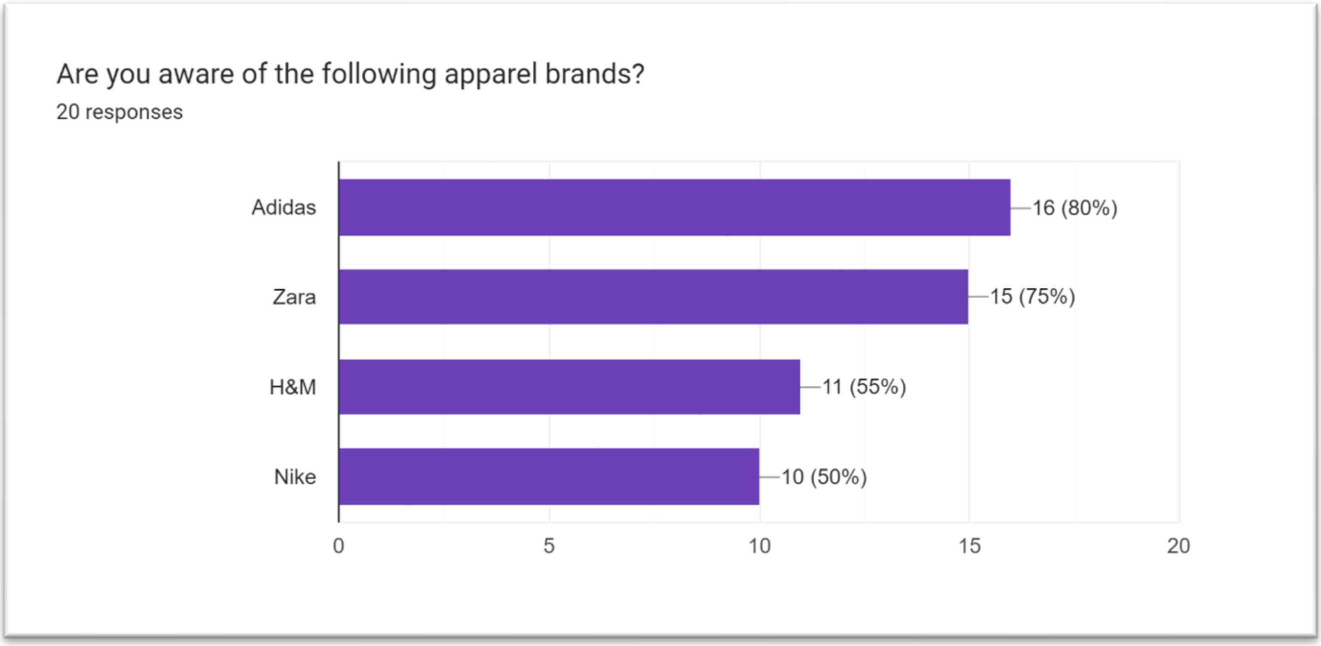


Fig 4.3 awareness about the apparel brands.

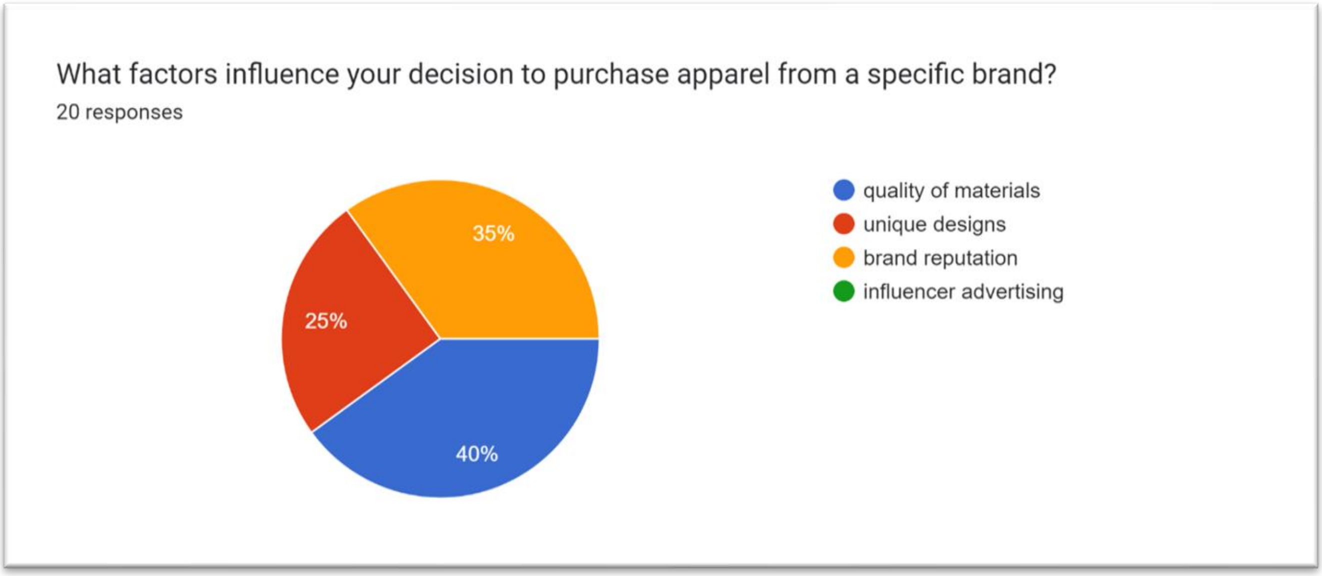


Fig 4.4 factors influencing decision making.

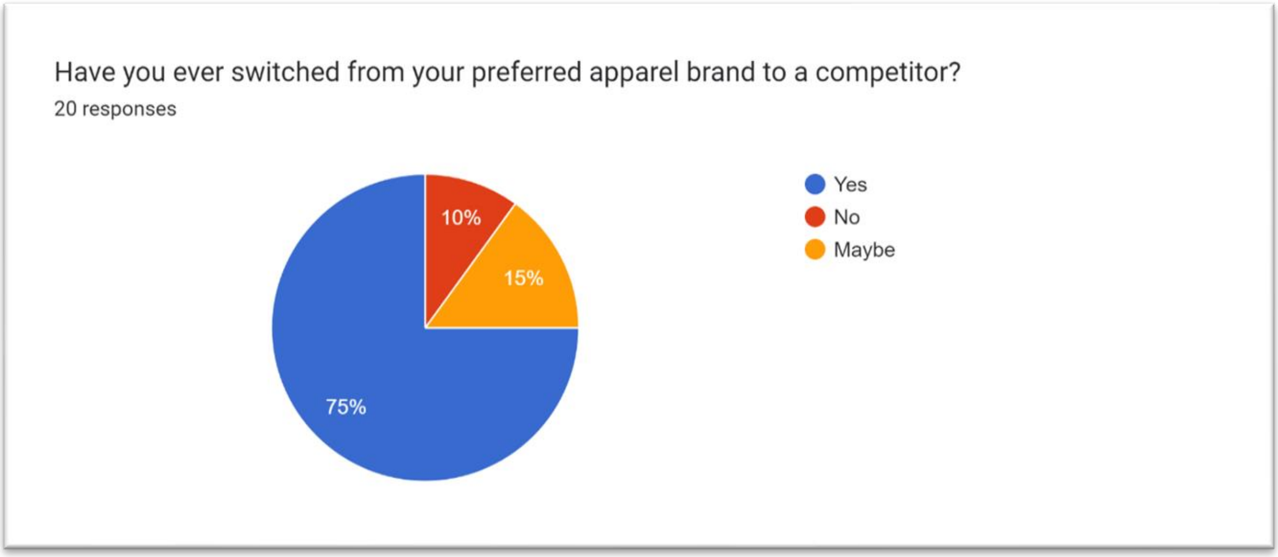


Fig 4.5 switching from preferred band to the competitor brand.

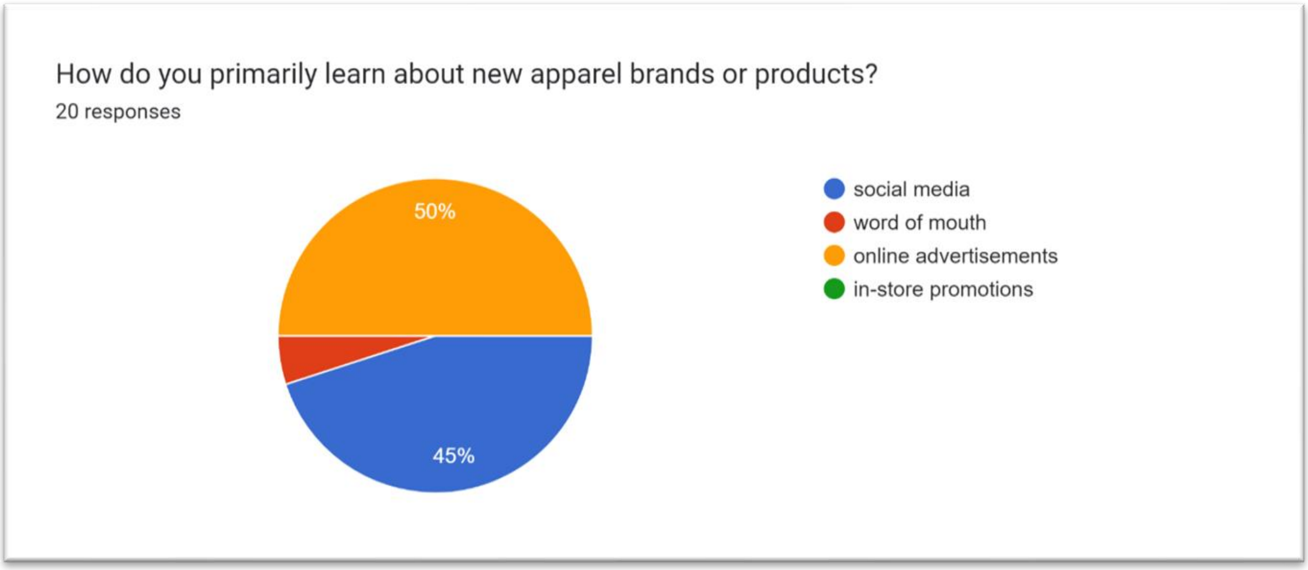


Fig 4.6 how do you primarily learn about new apparel brands or products?

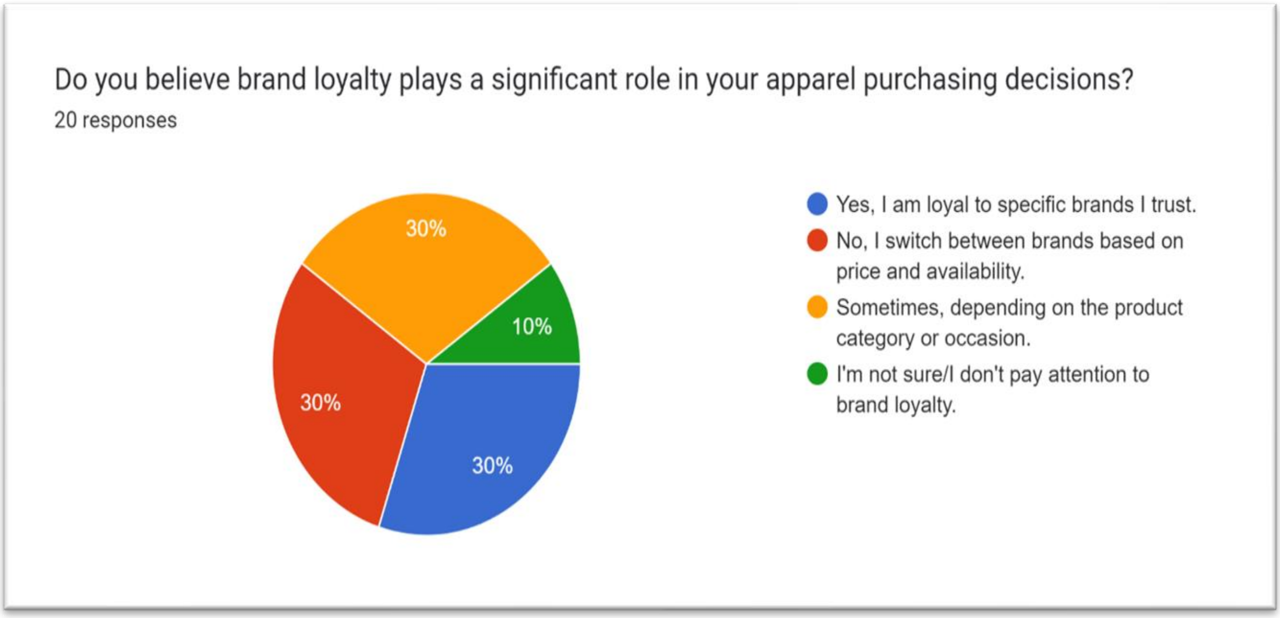


Fig 4.7 Do you believe brand loyalty plays a significant role in your apparel purchasing decisions?

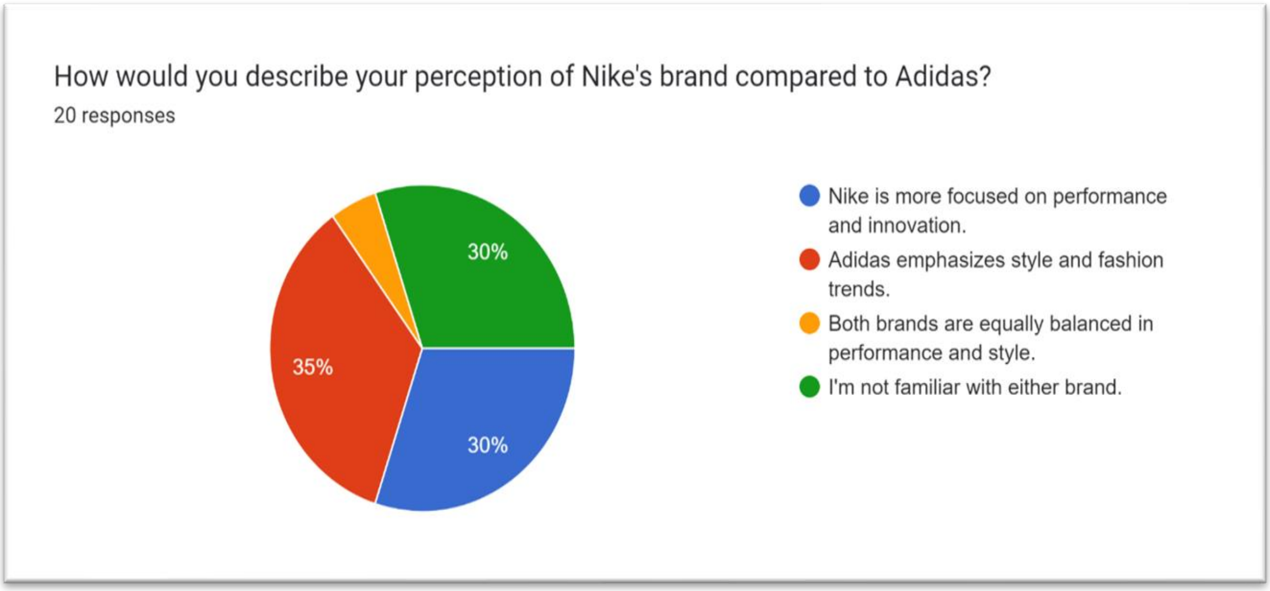


Fig 4.8 How would you describe your perception of Nike’s brand compared to Adidas?

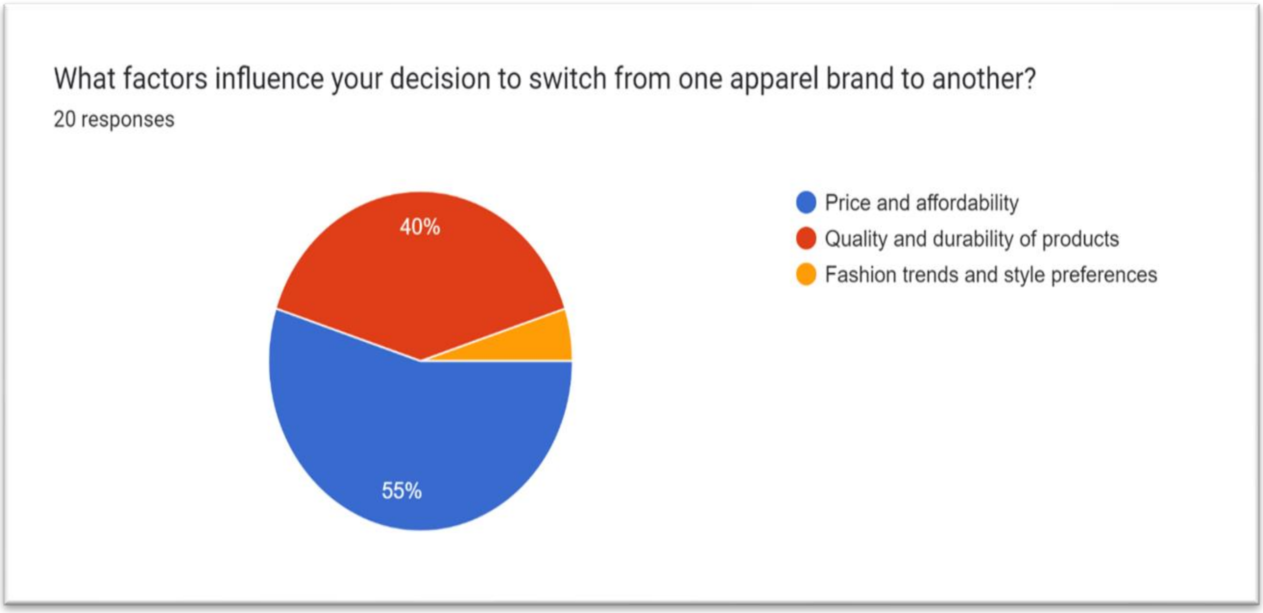


Fig 4.9 What factors influence your decision to switch from one apparel brand to another?

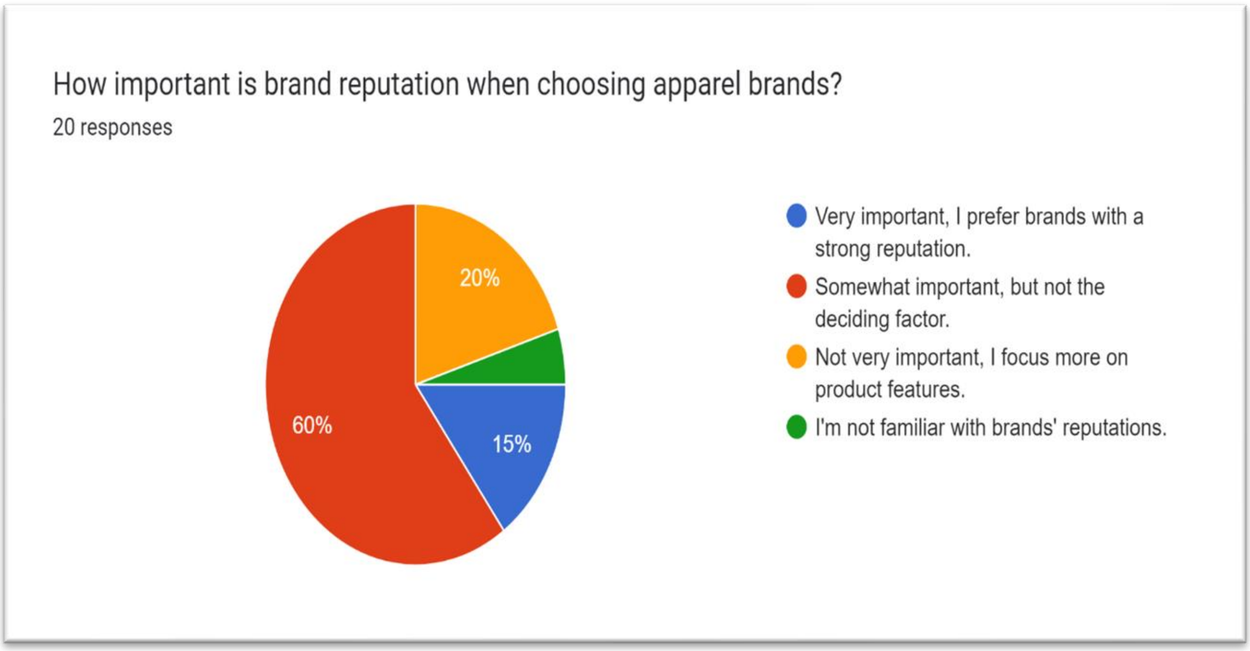


Fig 4.10 How important is brand reputation when choosing apparel brands?

Chapter 4: summary and conclusions

4.1 Summary :

Market Trends and Dynamics:

- Growing demand for sustainable fashion and ethically produced clothing.
- Rise of athleisure wear and activewear segments.
- Increasing competition and innovation in e-commerce and digital retail channels.

Brand Positioning and Differentiation:

- Leading brands like Nike and Adidas focus on performance-oriented positioning.
- Fast-fashion brands such as H&M and Zara emphasize trendy and affordable offerings.
- Differentiation strategies include innovative designs, sustainable practices, and competitive pricing.

Consumer Preferences and Behavior:

- Consumers prioritize quality, style, and affordability when choosing apparel brands.
- Growing awareness and preference for sustainable and eco-friendly products.
- Influence of social media and digital platforms on consumer purchasing decisions.

Market Performance and Competition:

- Leading brands command significant market share and brand loyalty.
- Fast-fashion brands demonstrate agility and adaptability to changing market trends.
- Competition intensifies with the entry of new players and niche brands catering to specific consumer segments.

Trends and Future Outlook:

- Emerging trends include personalized shopping experiences, customization options, and digital innovation.
- Continued growth of online retail channels and the importance of omnichannel strategies.
- Anticipated shifts in consumer behavior post-pandemic, with a focus on comfort, versatility, and sustainability.

4.2 limitations:

Data Availability and Reliability:

- Limited access to proprietary data from companies may restrict the depth of analysis.
- Variability in data reliability across different sources can lead to potential gaps or inconsistencies.

Sample Bias:

- The sample population may not accurately represent the broader consumer base or diverse market segments.
- Biases in survey responses or data collection methods (e.g., self-selection bias) can affect the validity of findings.

Complexity of Consumer Behavior:

- Understanding consumer behavior involves multifaceted factors such as personal preferences, cultural influences, and evolving trends.
- Comprehensive analysis of these complexities may require sophisticated research methodologies and data interpretation techniques.

Competitive Dynamics:

- Rapid changes in competitive strategies and market positioning can be challenging to capture without access to real-time data and market intelligence.
- Industry trends and competitor actions can significantly influence brand strategies, impacting the analysis' accuracy over time.

Sustainability Metrics:

- Evaluating the impact of sustainability initiatives on brand positioning requires robust metrics and standardized measurement tools.
- Limited standardization in sustainability reporting and metrics can hinder accurate comparisons of brands' sustainability efforts.

External Factors:

- Economic conditions, regulatory changes, and global events (e.g., pandemics, geopolitical shifts) can unpredictably influence the apparel industry and brand strategies.
- Incorporating the influence of these external factors into the analysis requires scenario planning and risk assessment.

Data Interpretation and Bias:

- Researcher biases or preconceived notions about brand positioning and differentiation strategies can influence data interpretation and analysis results.
- Ensuring objectivity and transparency in data interpretation is crucial to mitigate bias and ensure the validity of conclusions.

4.3 suggestions and scope for further study:

Longitudinal Study:

- Conduct a longitudinal study over several years to track changes in brand positioning and differentiation strategies.
- Analyse consumer preferences, market trends, and competitive dynamics over time.
- Identify key drivers of brand success and areas for strategic adaptation.

Cross-Cultural Analysis:

- Explore cultural differences in brand perception and consumer behavior through cross-cultural studies.
- Compare brand positioning strategies in different cultural contexts and their effectiveness.
- Investigate how cultural values, aesthetics, and preferences impact brand positioning and differentiation.

Digital Marketing Impact:

- Evaluate the impact of digital marketing strategies (e.g., social media campaigns, influencer partnerships) on brand positioning.
- Measure consumer engagement metrics, such as social media interactions, brand mentions, and online reviews.
- Analyse the effectiveness of digital marketing channels in reaching and influencing target audiences.

Consumer Segmentation Analysis:

- Utilize advanced segmentation techniques (e.g., cluster analysis, latent class modeling) to identify distinct consumer segments.
- Analyse each segment's unique preferences, behaviors, and purchase drivers.
- Develop targeted brand positioning strategies for each consumer segment to maximize market penetration and brand relevance.

Emerging Market Analysis:

- Focus on emerging markets and assess brand positioning strategies tailored to local preferences and cultural nuances.
- Investigate market entry strategies, competitive landscapes, and regulatory challenges in emerging economies.
- Identify growth opportunities and potential barriers for brands expanding into new markets.

Technological Innovations:

- Explore the adoption of technology-driven innovations in apparel products (e.g., smart textiles, AR/VR fitting solutions) and their impact on brand differentiation.
- Conduct consumer acceptance studies to gauge attitudes towards tech-driven fashion trends and innovations.

Chapter 5: recommendations

Strategic Brand Positioning:

- Conduct a thorough market analysis to identify emerging trends, consumer preferences, and competitive landscape.
- Define a clear and compelling brand positioning strategy that differentiates your brand from competitors and resonates with target consumers.
- Leverage brand storytelling and emotional branding to create a strong brand identity and connect with consumers on a deeper level.

Differentiation Strategies:

- Innovate in product design, materials, and manufacturing processes to offer unique and differentiated products in the market.
- Emphasize sustainability and ethical practices throughout the supply chain to appeal to eco-conscious consumers and enhance brand reputation.
- Develop exclusive collaborations or partnerships with influencers, celebrities, or other brands to create buzz and attract new customer segments.

Customer Experience Enhancement:

- Prioritize customer experience across all touchpoints, from online shopping platforms to physical retail stores.
- Invest in personalized experiences, such as customization options, virtual try-on tools, and interactive in-store experiences.
- Implement omnichannel strategies to provide seamless and integrated shopping experiences for customers across channels.

Digital Marketing and Engagement:

- Leverage digital marketing channels effectively to reach and engage with your target audience.
- Invest in social media marketing, influencer partnerships, and content marketing strategies to build brand awareness and drive customer engagement.
- Use data analytics and customer insights to personalize marketing messages and offers based on individual preferences and behaviors.

Sustainability and Social Responsibility:

- Commit to sustainable and ethical practices throughout your business operations, from sourcing raw materials to packaging and distribution.
- Communicate your sustainability initiatives transparently to consumers and highlight the environmental and social impact of your products.
- Engage in corporate social responsibility (CSR) activities and initiatives that align with your brand values and resonate with your target audience.

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MAJOR PROJECT ON MICROANALYSIS OF SWIGGY

Submitted in partial fulfillment of the requirements for the award of the degree of ***BACHELOR OF BUSINESS ADMINISTRATION***

TO

GURU GOBIND INDRAPRASTHA UNIVERSITY

Submitted by:
ANKITA JAIN
08380001721

Guide :
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NEW DELHI- 110085

BATCH (2021- 2024)

CERTIFICATE

I, Mr./Ms. ANKITA JAIN Roll NO. 08380001721 certify that the Major Project Report / Dissertation (BBA 314) entitled **MICROANALYSIS OF SWIGGY** completed by me and it is an authentic work carried out by me at GITARATTAN INTERNATIONAL BUSINESS SCHOOL. The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

SIGNATURE OF THE STUDENT
DATE

Certified that the Project Report / Dissertation (BBA-314) entitled **MICROANALYSIS OF SWIGGY** done by Mr/Ms ANKITA JAIN Roll No 08380001721 is completed under my guidance

Signature of the Guide
Date
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Countersigned
Director/ Project coordinator

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ANKITA JAIN

CONTENT

EXECUTIVE SUMMARY

Swiggy is food ordering and delivering company based in Bangalore. It provides a single window for ordering from a wide range of restaurants and have their own exclusive fleet of delivery personnel pick up orders from restaurants and deliver it to customers. It is a complete food ordering and delivery solution that connects neighborhood restaurants with urban foodies.

Swiggy is literally the only consumer internet startup from the 2014-2015 hyper-funding wave that continues to thrive. That wave was supposed to produce dozens of successful companies and a handful of unicorns. Once the dust settled, only Swiggy succeeded. Along the way, it has beaten both far older companies, such as Zomato and Food panda, as well as peers, including TinyOwl, which eventually collapsed. Here's how. Zomato, UberEATS and (Ola's) Food panda are credible players, but food delivery is not their core business.
The acquisition of 48East has helped Swiggy to strengthen its service offerings and add additional capabilities as well. The deal was done for an undisclosed amount. Swiggy also charges a nominal delivery fee from customers on every order below a specific value which 200 rupees for most cities.

A major part of Swiggy's revenue from the commission it collects from restaurants for lead generation and for serving as a delivery partner. Governments across the world have expansive regulatory frameworks for every aspect of the food industry. As a general trend, the world's population is only getting richer. That means that individuals in the lower, middle, and upper classes all have more money to spend on luxuries — including restaurant food.

There's a clear relationship between the food we eat and our personal health, and consumers are conscious of this. Once again, this isn't necessarily a bad thing, but it means that the food industry will have to make changes to keep clients happy. We're seeing various types of automation more and more in the food industry. Perhaps the best example the use of self-checkout screens at fast food venues such as McDonalds, but it's not the only one!

Swiggy app has bugs. These are visible only when we spend a good amount of time and looking deep into it. When a food item has an option to customize food item gets selected and added to cart as soon as user clicks on the" Customize" link. Fast Delivery: Swiggy has always taken care of their customers by delivering their order in time.

COMPANY PROFILE

Swiggy is an Indian online food ordering and delivery platform. Founded in 2014, Swiggy is headquartered in Bangalore and operates in more than 500 Indian cities as of September 2021. Besides food delivery, the platform also provides on-demand grocery deliveries under the name Instamart.

INVESTMENTS AND ACQUISTIONS

- In 2018, Swiggy acquired Mumbai-based Scootsy Logistics, a high-end food and essentials delivery service, and ultimately merged the company's operations into itself in 2020. In 2022, Scootsy launched private label products retailed on Swiggy Instamart.
- In September 2018, it acquired Mumbai-based milk delivery start-up SuprDaily. In 2023, SuprDaily was rebranded as Insanely Good, which was repositioned as a grocery delivery service.
- In 2022, Swiggy acquired the dining and table reservation platform Dine out from Times Internet in an all-stock deal valued at $120 million.
- In 2023, Swiggy acquired retail distribution company LYNK Logistics from the Ramco Group.
- In 2019, the company acqui-hired the artificial intelligence start-up Kint.io.
- In 2019, Swiggy, invested ₹31 crore in Mumbai-based ready-to-eat food brand Fingerlix.
- In 2022, Swiggy led a $180 million Series D investment round in bike taxi company Rapido.

OBJECTIVES

- To find out service level of Swiggy.
- To find out their upcoming strategy.
- To find out their profit margins based on commission.

SCOPE

- Overview of Indian online food ordering industry
- Market coverage of Swiggy and its future plans
- Customers perception about online food ordering with reference to Swiggy

RESEARCH METHOD

- PRIMARY SOURCES

This research has been done through interview and making questionaries

- SECONDARY SOURCES

This research has been done through internet sources referring books and also referring to some projects which has been done by others.

FINDINGS OF THE STUDY

- The consumers perceive this online food delivering system as an easy tool on their fingertips as they can order anything they wish to at any time at relevant costs. They are saving on time and money by using these apps to order what they want to eat.

- The research analyses the factors which impels consumer to choose the online food delivering system such as – having food on the go; easy ordering process; saving time on going to the restaurants to have food; having your favorite food at your doorstep, and many more. Various factors have been discussed above.

- Factors which govern the buying behavior of a consumer are prolonged delivery timing; pricing of the products; packaging of the food, and various others.

RECOMMENDATION

- As per the study the respondents want the swiggy app to improve their sales promotional strategies in order to have a greater market share and a competitive advantage over its competitors.

- Sales promotion techniques would include huge discounts, cashbacks, refund deals, contests, scratch cards, coupons etc.

- Swiggy being the oldest in the industry should strive to serve its consumers to the fullest of their satisfaction as it has the trust of its loyal consumers

- Swiggy should engage more in advertisement & sales promotion activities so that the consumers can be more attentive to the product. If it is possible than revenues and profits will be increased.

- Swiggy should plan to add more number of restaurants to serve more customers.

CHAPTER1 : INTRODUCTION

The India online food delivery market reached a value of US$ 4.35 Billion in 2020.Online food delivery assists individuals in ordering and receiving the desired food products at the doorstep. It involves browsing the website or application, selecting from a wide variety of
cuisines available and making the payment through different methods. The website/application updates the user about the expected duration of food preparation and delivery. These features, in confluence with attributes such as ease, speed and precision of delivery, are increasing the demand for these services in India. The market is as of now seeing
development because of the expanding admittance to high-speed internet facilities and the boosting deals of cell phones. This, in conjunction with the developing working populace and expanding pay level is moving the online food delivery market development in India. Albeit he players are basically gathered in the metropolitan districts of the country, with Bangalore, Delhi and Mumbai addressing the three biggest business sectors, sellers are currently additionally focusing on more modest urban areas, as they have solid development potential.

In addition, the rising pattern of the in a hurry food things and speedy homedelivery models that offer comfort, ready-to-eat (RTE) and less expensive food delivery choices are raising the interest for online food delivery administrations in the country. Besides, inferable from the rising instances of COVID-19, a portion of the main players like Zomato, McDonald's Corporation and Domino's Pizza Inc. Have presented contactless delivery administrations. These services guarantee that the
food arrives at the client without being moved by uncovered hands and is conveyed securely with sufficient social removing measures. The online food delivery market in India is developing couple with advancing way of life examples and dietary patterns of Indians.

Chaotic plans for getting work done and ascend in dispensable wages have promoted food conveyance, particularly in metropolitan regions. The online food delivery market in India is relied upon to extend at compound yearly development paces of ~30.55% (based on revenue) and ~10.19% (in view of the number of clients) during the 2020-2024 period.

HISTORY

In 2011, Sriharsha Majety and Nandan Reddy designed an e-commerce website called Bundl to facilitate courier service and shipping within India. Bundl was halted in 2014 and rebranded to enter the food delivery market. Majety and Reddy approached Rahul Jaimini, formerly with Myntra, and founded Swiggy in August 2014.

By 2015, Swiggy expanded its food delivery operations from just Bangalore to eight Tier 1 cities across India. At the time, the food delivery sector was in turmoil as several notable start-ups, such as Food panda (later acquired by Ola Cabs), TinyOwl (later acquired by Zomato) and Ola Cafe (later closed) were struggling.

In January 2017, Swiggy started its cloud kitchen chain called "The Bowl Company". In November 2017, Swiggy started a kitchen incubator business called Swiggy Access, opening a network of ready-to-occupy kitchens for its restaurant partners. By 2019, over 1,000 Swiggy Access kitchens were operational, according to a *TechCrunch* report.

In mid-2018, Swiggy was operational in 16 Indian cities, which increased to 500 cities in 2019, matching the scale of rival Zomato.

In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores, sourcing items from local stores. In September 2019, Swiggy launched the instant pickup/drop-off service Swiggy Go, allowing customers to send document or parcel deliveries. In April 2020, it rebranded Swiggy Go as Swiggy Genie. During the COVID-19 pandemic, it began doorstep delivery of alcohol in the states of Jharkhand, West Bengal and Odisha.

In May 2020, Swiggy laid off 1,100 employees during the COVID-19 pandemic. The pandemic also resulted in the shutdown of more than three-fourths of its cloud kitchens.

A Swiggy delivery partner swapping the battery of his electric scooter

In August 2020, Swiggy launched its instant grocery delivery service called Instamart using a network of dark stores. In early 2021, the company closed Swiggy Stores and expanded its operations under Instamart.

In 2023, it sold Swiggy Access kitchens to Kitchens@ in a share-swap deal.

In January 2024, Swiggy laid off 400 employees.

SWIGGY ACCESS

Swiggy Access is a sales model for restaurants to expand into areas which they want to but cannot because of capital issues. Restaurants don't have to invest in terms of real estate but can quickly launch in a certain area. It aims to provide consumers with the choicest food options in their neighbourhood, along with Swiggy's seamless delivery. These ready-to-occupy kitchens will offer restaurant partners a basic setup with the required amenities. No rent or deposit will be charged for premises. Partners will be able to leverage Swiggy insights to improve their food quality through consistent consumer feedback. We have launched a restaurant insights app for owners where they can get real-time information on how their business is doing

VISION AND MISSION

Our mission is to change the way India eats apart from servicing the customer better than last year and widening the assortment to enable users to order on a higher frequency. Swiggy wants to be like a utility app for every Indian. We want people to order food at least 15-20 times a month. That can only happen if you solve deep problems and not just act as an occasional food delivery provider. For us, it is about how we balance growth and customer service in the long run.

India's overcrowded food-delivery segment seems to have a winner. By December 2018, Bengaluru-based Swiggy held nearly half of the market share by transactional volume in the Indian online food-delivery space, according to data from market intelligence firm Kalagato. Zomato was a distant second with just over 26% share, the data shared with Quartz show. Swiggy has become India's go-to app for food delivery. Their focus on logistics has paid great dividends to the company," said Aman Kumar, chief business officer at Kalagato. The six-year-old start-up has had an impressive run over the past few years. In mid-2018, Swiggy became India's fastest start-up to By the end of that year, it had raised $1 billion to expand its delivery network, explore cloud kitchens, and even grow internationally.

OBJECTIVES OF SWIGGY

- To find out service level of Swiggy.
- To find out their upcoming strategy.
- To find out their profit margins based on commission.
- To find out their future sustainability.
- To find out whether the consumers are accepting them or not.

SCOPE OF SWIGGY

- Overview of Indian online food ordering industry
- Market coverage of Swiggy and its future plans
- Customers perception about online food ordering with reference to Swiggy
- Market strategies of Swiggy and its future plans

RESEARCH METHOD

- PRIMARY SOURCES

This research has been done through interview and making questionaries

- SECONDARY SOURCES

This research has been done through internet sources referring books and also referring to some projects which has been done by others.

MARKETING STRATEGIES OF SWIGGY

Segmentation:

Swiggy under section division fundamentally centres around the more energetic age. The division ages join the youngsters, who may feel that it is outstandingly worthwhile for food to pass on at their doorstep, the accompanying target gathering are the school going understudies and besides the ones who work at the working environment and think that it is difficult to head to their main bistro.

The focus, in any case, has been on the twenty to long term olds customers and all the brand-building attempts have been made to make Swiggy their go-to-application concerning food transport. Under friendly division, it has found a market segment who find look for solace concerning food and incline towards staying at home and having an expedient supper.

Target:

Swiggy has been able to cater to the huge target audience and these audiences have varied characteristics, ages, and behaviour. Looking at India's market size, Swiggy has a great population to target but its main and ideal target audience is the ages of
18-35. These are the people who are college students, working professionals or entrepreneurs who have a good lifestyle and are living in posh localities.

Positioning:

Swiggy has made the food delivery not simply a drawn-out arm of cafes and has benefitted well out of this business. The super situating procedure of Swiggy is an application that assisted clients.

Distribution in the Marketing strategy of Swiggy:

Swiggy has the strategy of making Hyperlocal product deliveries. It has a delivery diversification strategy. It aims to not only make the delivery for the food, but it also aims to create a delivery system for medicine, grocery, gift shops, and flower shops and capture a larger share of the delivery market of India.

This is the idea of "Swiggy stores" will be first launched in Gurugram and has already partnered with 3500 stores. It also aims to range its services in all the emerging cities of India and capture the market share.
Swiggy has a plan of action to accumulate restaurants and his own armada of conveyance accomplices. Swiggy has a double association model, as it benefits both the clients and the eateries who get the food orders.

Brand equity in the Marketing strategy Swiggy:

Swiggy has dominated the idea of carrying the food to the clients instead of the clients to the eateries for food. Swiggy has turned into a go-to-application with regards to conveying food at their doorsteps. Swiggy has become exceptionally

<u>Competitive advantage in the Marketing strategy Swiggy</u>

• The sharp focus on logistics:

Swiggy aims to control the entire value chain of the customer's experience and this strategy has helped in triumph in the marketplace. Swiggy has done many things right and one of them is its excellent focus on logistics of the operation. Swiggy from the beginning knew that to crack the delivery market was to build an extensive network for logistics due to which Swiggy has built a sound and sustainable business model.

Business strategy:

Swiggy was a late contestant in the online food conveyance and requesting space in 2014 however it has now turned into a billion-dollar organization and presently Zomato is playing get up to speed.

Technology focus:

Swiggy is a food-tech organization and has a centre coordinations stage and Swiggy intensely use innovation to help clients and the eateries bamboozle administrations. Every one of the conditions are broke down with the assistance of information examination like the traffic conditions, anticipate the planning time for the eateries relying upon the quantity of orders, area of the delivery leaders to insightfully give them the delivery time and guarantee to the end clients.

The accomplice eateries get a preview of the relative multitude of key functional measurements and furthermore all the financials. In the back end, Swiggy has examination motors that mine client information to decide the inclination.

SWOT ANALYSIS OF SWIGGY

Strengths in Swot Analysis of Swiggy

◦ Fast Delivery: Swiggy is always for its It has always taken care of their customers by delivering their order in time.
◦ Sensible complete Image: We think of ordering food the first Name which click is Swiggy. It has developed clean and crystal image among people.
◦ Trained folk for creating Delivery: Swiggy has well trained their team to march in the market.
◦ Wide selection of eating place offered: The main USP Point of Swiggy is that they provide eating option from Various place and wide ranges.
◦ Delivery is free: Swiggy takes care from ordering and till delivering of the food with charges.

Weakness In Swot Analysis Of swiggy.

◦ Orders Solely on the market from the restaurants that are within the zone of the order placed. Swiggy is targeting on the zonal restaurants.

As their competitors are increasing, they need to expand their restaurant.
Low Awareness of brand name: Swiggy needs to rework on their branding. They need to create some more marketing strategies to be in market.

Opportunities in swot Analysis of swiggy.

◦ Pioneer in food Delivery Business: Swiggy was the first Platform to introduce this concept in the market. They have shown a new way to Home - Delivery with minimal charges.

◦ Growing marketplace for Potential Customers. They have shown people to increase and grow.

◦ Increase in market Share: A little re-branding can re grow them in the market.

◦ Give higher Service: Delivery should be quicker and no charges.

Threats in SWOT Analysis of swiggy.

- Negligence of potential competitors
  - Increasing health consciousness
  - Increasing potential competitors

CHAPTER-2 : LITERATURE REVIEW

Karan Kashyap has believed that utilizing on the online food ordering services is acquiring prevalence in Tier 1 cities. The clients favor eating in, when contrasted with going out to an eatery when there are issues of traffic congestions. This fragment has subsequently seen a development of practically 100% over the most recent few years. Redseer, an examination firm has guaranteed that the online food requesting, and delivery portion developed practically 150% in 2016 in contrast with 2015, with an expected Gross Volume (GMV) of $300 million out of 2016.

The significant lump of the online food delivery business is from the best 5 urban communities in India, albeit this fragment is dynamic in just about 20 Indian urban areas. The players in this portion are combining their business by focusing on expanding their functional effectiveness and productivity instead of looking for fresher business sectors in different urban areas. However, with enormous number of players in the market like Swiggy, Food Panda, Zomato and so forth the client is spoilt for decision. It has become extremely helpful for them to peruse the rundown of diners and foods in various pieces of the city and request simply by clicking a button on the application.

Zamarud Ansari and Dr. Surbhi Jain, expressed the accomplishment of online food delivery new companies is chiefly in light of the fact that there is a consistent development in the internet business industry. A portion of the difficulties looked the online food delivery organizations is conveying inside the period and improvement of the assets just as the specialized abilities of the workers.

India has more than 400 food delivery applications with more than $120 million financing from funding firms and different financial backers. Food industry is a monotonous business since a base 3 suppers are devoured by every person in a day expanding the recurrence of food requesting. This makes the financial backers and businesspeople hopeful with regards to the development of this portion.

The food industry startups are also exploring various avenues and coming up with innovative businesses like creating a meal box with all the necessary fresh food ingredients to cook as per the recipe provided to make a meal that the customer chooses or a salad box with ingredients and dressing of the customer's choice. Such businesses also use the same technology used by the mobile food delivery apps and a similar delivery mechanism as a supply chain to ensure effectiveness.

Vishal Krishna discusses the beginning of another imaginative food business which gives a cooking experience to the client while guaranteeing comfort as far as time and material acquirement. This business makes a dinner box with every one of the new fixings which are pre-arranged to a degree subsequently slicing on the cooking time to 30 minutes to make a most loved feast. The objective market are people who love to cook yet can't commit the essential chance to prepare the supper. Cheerful Cook dinner boxes have every one of the fixings needed alongside an account about the food that has been requested. Innovation is utilized for requesting and delivery of the cases.

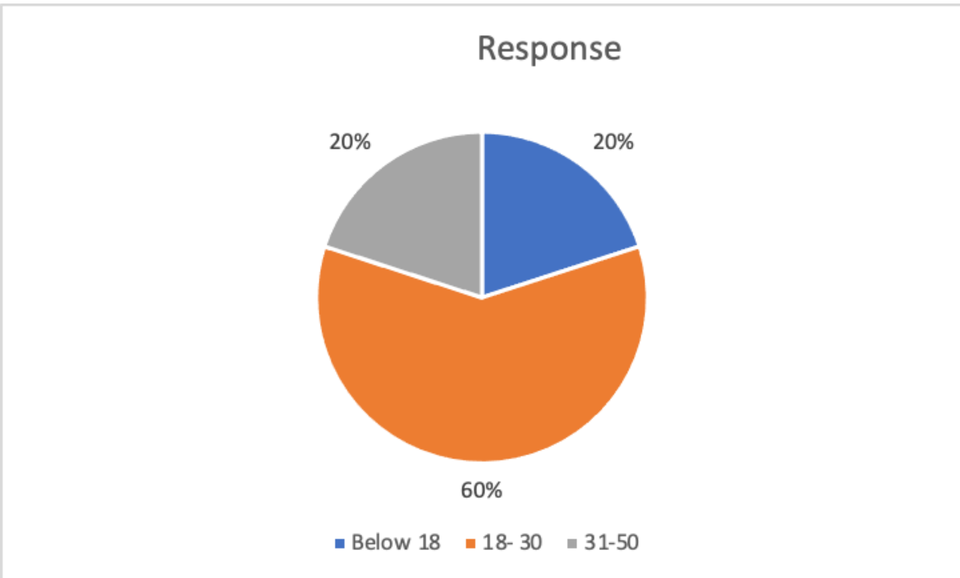
Quality in food has a major influence in the food business and absence of value will unfavorably influence the business to a degree that it might need to shut down in case there are any breaches. Food is transitory in nature making business coordination even more troublesome. The back-end tasks should be firmly controlled. This alongside a whimsical subsidizing where the first round of activities will get great financing while the accompanying rounds, where the organizations need to deal with their own advertisements, go about as a deterrent for extension. Bedsides to bait the clients, organizations like Food Panda have spent between Rs.400/ - to Rs.500/ - per client, for client securing. The eccentricity of this business is that while introductory orders are not extremely troublesome, ensuing orders represent a test.

As indicated by IBEF (Indian Brand Equity Foundation), food ordering is a quickly developing business. It is likewise a pursued business by financial backers and interests in food requesting new companies has seen an increment of 93% in 2015. The other side is that opposition is intense, and it is hard to get by in this serious circle. Organizations that can't support close down and other people who are in the business battle to beat contests, minimize their expenses, and decrease their consume rate to make back the initial investment and make benefits.

CHAPTER-3 : DATA PRESENTATION & ANALYSIS

Q 1. Age of the Respondents

Age	Response
Below 18	10
18- 30	30
31-50	10

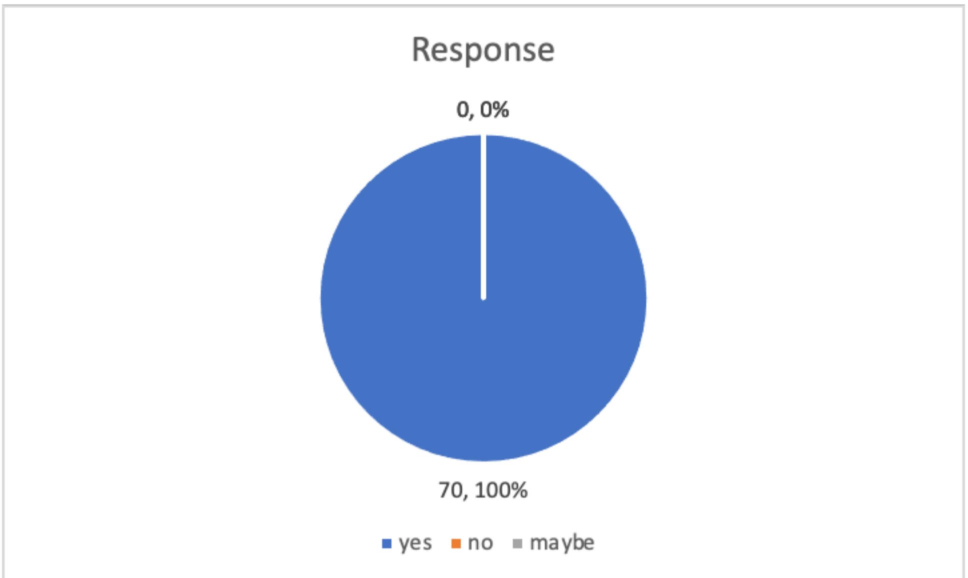


INTERPRETATION

- From the above graph it can be inferred that majority of the respondents belong to the age group 18-30 as compared to other age group.

Q2 . Do you know about any food delivery app?

Question	Response
Yes	70
No	0
Maybe	0

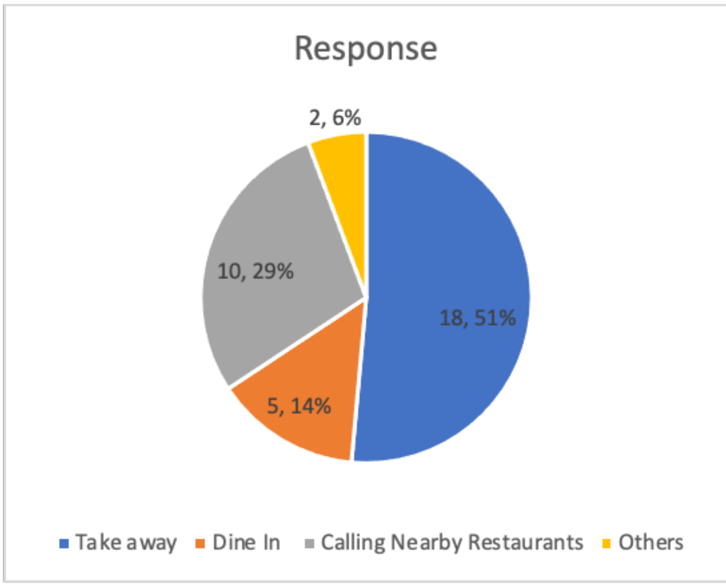


INTERPRETATION

- The graph above shows that all respondents know about the online food delivery app as it shows a 100% response to the yes category

Q3. If not using the app then how do you order food?

If not using app how do you order food	Response
Take away	18
Dine In	5
Calling Nearby Restaurants	10
Others	2

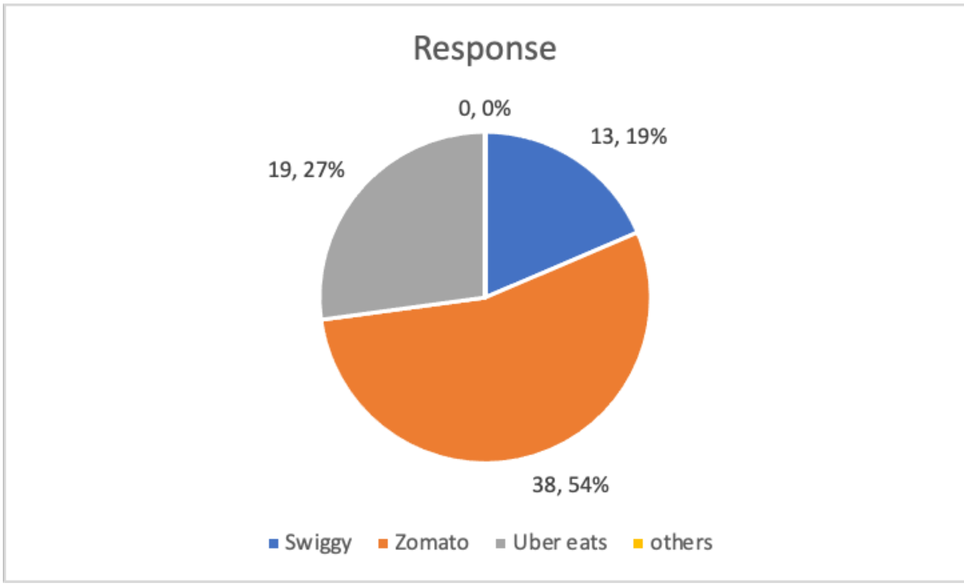


INTERPRETATION

- The table above that the 50% of the respondents don't go out to take away or dine in .
- Only 35 of the total respondents have responded to this question which implies that the rest only order their food through online app else not.

Q4 What food delivery app do you use the most?

Which food delivery app do you use the most?	Response
Swiggy	13
Zomato	38
Uber eats	19
others	0

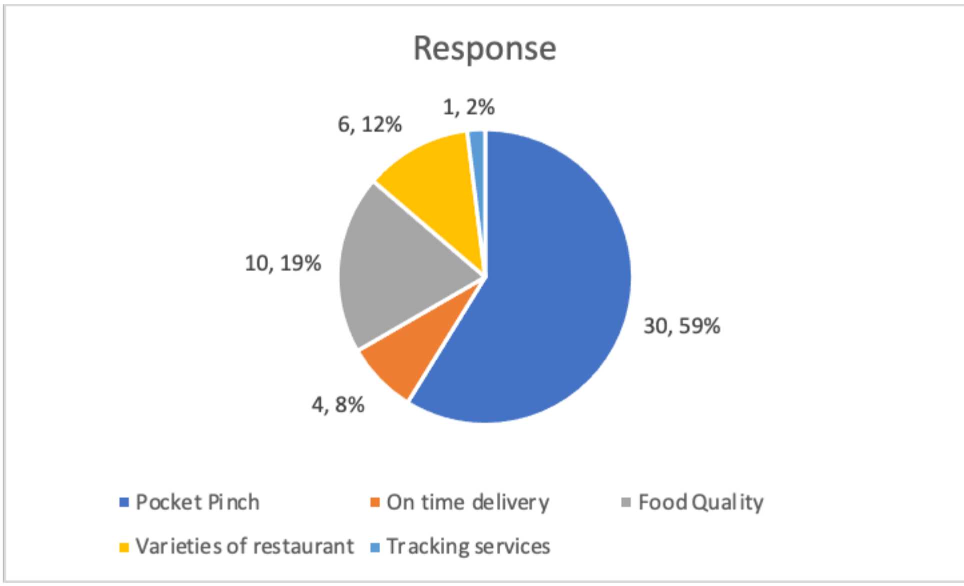


INTERPRETATION

- The above chart shows maximum respondents use the Zomato app to order their food as the percentage is 54.3%
- Swiggy is preferred by 18.6%of the total users .
- Uber eats is preferred by 27% of the total users.
- Others have no users as per the study.

Q5 . How do you differentiate between apps ?

How do you differentiate between apps?	Response
Pocket Pinch	30
On time delivery	4
Food Quality	10
Varieties of restaurant	6
Tracking services	1

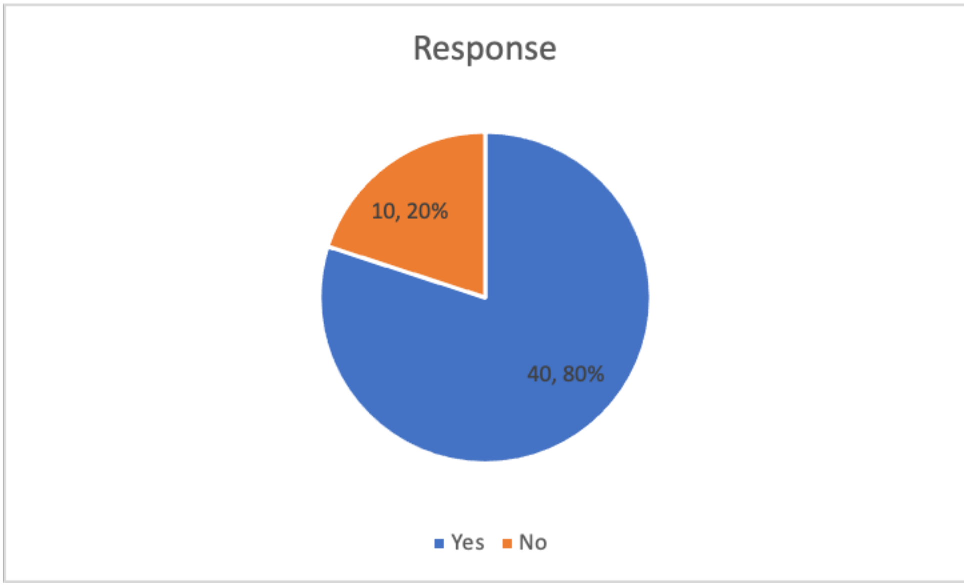


INTERPRETATION

- As much as 59% of the respondents differentiate the apps on the basis of offers provided by various apps. This implies that the most of the users are price sensitive in nature.

Q6. Do you use the Swiggy app?

Question	Response
Yes	40
No	10

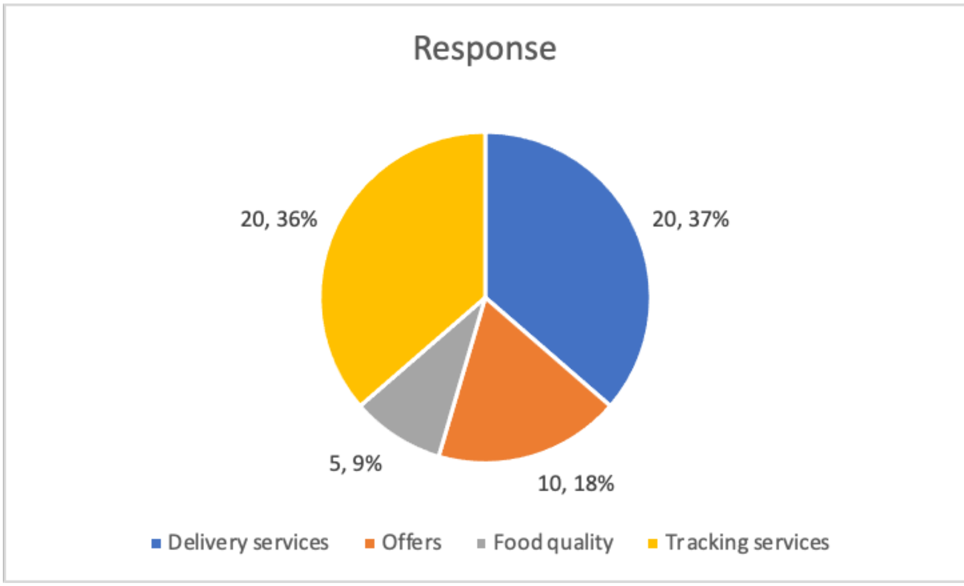


INTERPRETATION

- About 80% of the respondents use the Swiggy app.

Q7. What do you like the most in Swiggy app ?

What do you like the most in Swiggy app?	Response
Delivery services	20
Offers	10
Food quality	5
Tracking services	20

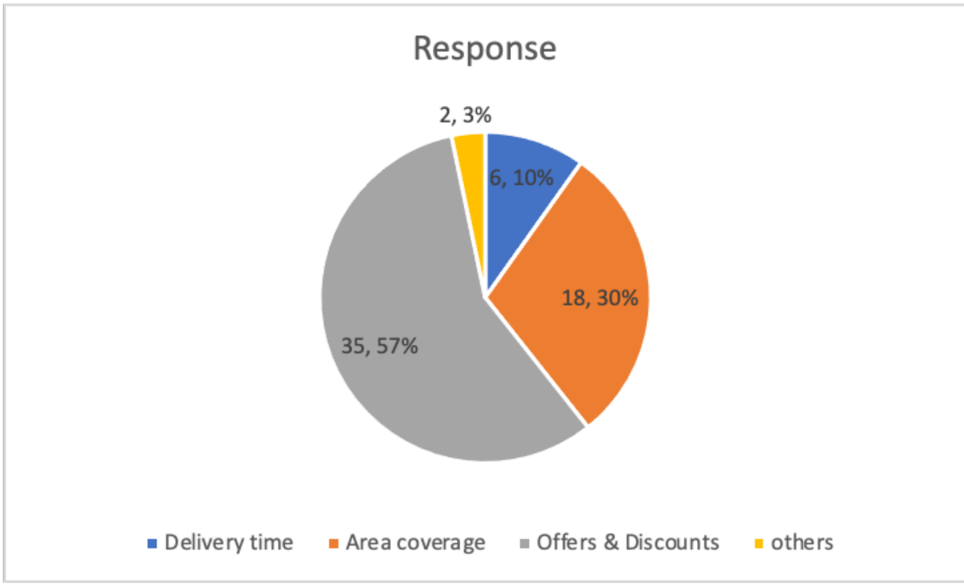


INTERPRETATION

- Most of the users like both delivery service & tracking services of the Swiggy app.
- 9% like the food quality of the app.
- 18% like the offers of the Swiggy app.

Q8. What is the factor that you want Swiggy to improve?

Factors	Response
Delivery time	6
Area coverage	18
Offers & Discounts	35
others	2

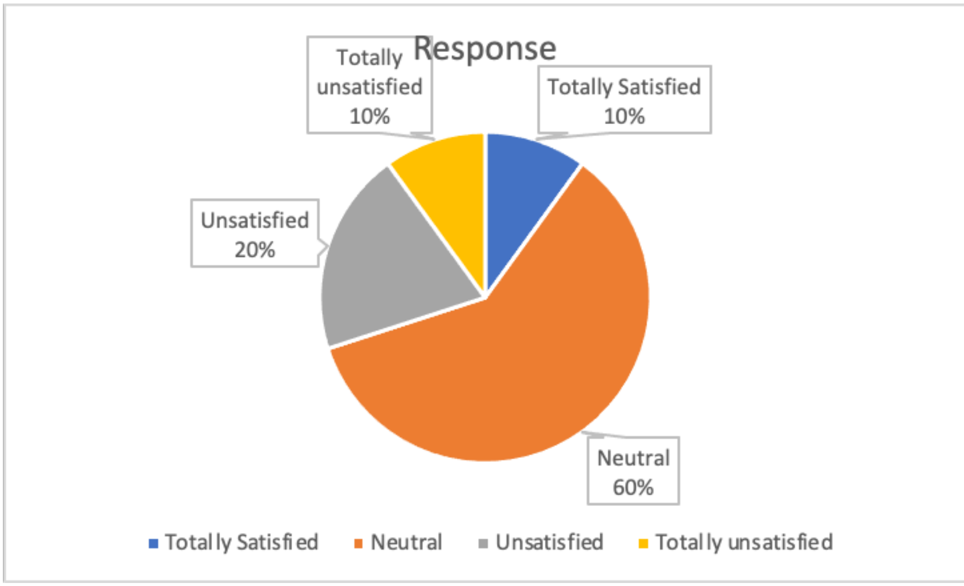


INTERPRETATION

- 57% of the respondents want swiggy to improve their offers .
- 30% of the respondents want swiggy to improve its area coverage so that they can enjoy hassle free privileges
- 10% want to improve delivery time
- 3% want to improve the factors such as more awareness.

Q9. What is your level of satisfaction towards Swiggy on all grounds?

Question	Response
Totally Satisfied	5
Neutral	30
Unsatisfied	10
Totally unsatisfied	5

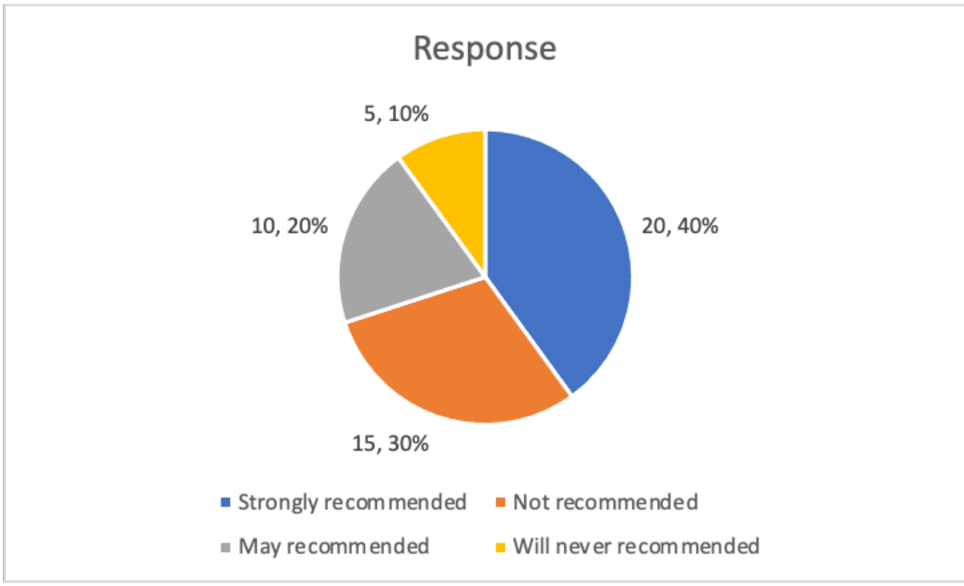


INTERPRETATION

- 60% are neutral about their level of satisfaction towards swiggy
- 20% are unsatisfied with the services of Swiggy
- 10% are totally satisfied with the services of Swiggy
- 10% are totally unsatisfied with the services of Swiggy

Q10. Are you going to recommend Swiggy to your peer or friends group?

Question	Response
Strongly recommended	20
Not recommended	15
May recommended	10
Will never recommended	5



INTERPRETATION

- Most of users will strongly recommend Swiggy to their peer or friends.
- 30% of the users will not recommend the Swiggy app.
- 10% of the users will never recommend it to anyone.
- 10% of the users will may or may not recommend the Swiggy app

CHAPTER-4: SUMMARY AND CONCLUSION

FINDINGS

- The research work done tends to reveal that nowadays in this fast-moving world consumers don't have time to take out especially for eating purpose and then comes the need to order at a relative cost and which comes in handy. Thus, this sector has seen a lot of growth in recent times.

- The consumers perceive this online food delivering system as an easy tool on their fingertips as they can order anything they wish to at any time at relevant costs. They are saving on time and money by using these apps to order what they want to eat.

- The research analyses the factors which impels consumer to choose the online food delivering system such as – having food on the go; easy ordering process; saving time on going to the restaurants to have food; having your favorite food at your doorstep, and many more. Various factors have been discussed above.

- Factors which govern the buying behavior of a consumer are prolonged delivery timing; pricing of the products; packaging of the food, and various others.

- The research work reveals the factors that may be an obstacle in the growth of a food delivery app like the competitors giving a pricing strategy which could destroy the market, instable market conditions, inability of the delivery executive to deliver the food on time, improper management, varieties of restaurants not available, not being able to cover more area.

LIMITATIONS

- Sample size of consumers is too small to project the opinion of consumer regarding ordering food online and it is also expected that some individuals may not answer honestly.

- Since the results have been drawn on the basis of the information provided by the respondents, chances of error might have crept in. Companies should adopt some trend going on in the market.

CONCLUSION

The changing urban lifestyle of the average Indian is dramatic enough to be favorable for the food-on-the-go and quick home delivery models to grow at higher rates. The ever-increasing population crowded metro cities and longer travel times are drivers for the convenient, ready-to eat and cheaper options of having food and groceries delivered at your doorstep. Companies that are aware of the huge potential for growth may venture straight in, but only the fittest will survive. Businesses who keep their value proposition and their brand active in consumer's minds, will take the biggest share of the Indian online food service pie.

Over these years, Swiggy has grown as a brand. It has given a tough competition to other counterparts due to its online presence. Swiggy has been way active on YouTube and the digital marketing team has utilized the platform brilliantly by showcasing the 7-second video to its viewers. However, certain digital marketing strategies suggested to boost the brand's overall marketing performance.

This paper outlines the business models of the top four food aggregator services in India as a case study analyzing the initial phases of startups in a growing market.
These aggregator services run into an initial loss due to focus on customer acquisition, growth and changing the ecosystem of the market. However, with heavy support from VC's and investors, these startups can suspend focus on profit building.

With a funding freeze in India, it is important for the business model to be sustainable to receive more rounds of funding. This requires optimization of the entire process, which involves decreasing cash burn and increasing the economic outlook of sales.
Four distinct models: Swiggy, Zomato Delivery, Food Panda, and Uber Eats are compared in the study to determine correlations between success of the growth model and how the company operates. A combined result of a SWOT analysis along with a comparative analysis of models found that there are a few bottlenecks to early food services.

CHAPTER-5 : RECOMMENDATION

- As per the study the respondents want the swiggy app to improve their sales promotional strategies in order to have a greater market share and a competitive advantage over its competitors.

- Sales promotion techniques would include huge discounts, cashbacks, refund deals, contests, scratch cards, coupons etc.

- Swiggy being the oldest in the industry should strive to serve its consumers to the fullest of their satisfaction as it has the trust of its loyal consumers.

- Swiggy should engage more in advertisement & sales promotion activities so that the consumers can be more attentive to the product. If it is possible than revenues and profits will be increased.

- Swiggy should plan to add more number of restaurants to serve more customers.

- Company should offer more discounts and schemes to attract new customers.

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ANNEXURE

NAME-

AGE-

Q1) Do you know about any food delevey app?

- Yes
- No
- Maybe

Q2) If not using the app then how do you order food?

- Take away
- Dine In
- Calling in Nearby restaurants
- Others

Q4 What food delivery app do you use the most?

- Swiggy
- Zomato
- Uber eats
- Food panda
- Others

Q5 . How do you differentiate between apps?

- Pocket pinch
- On time delivery
- Food quality
- Tracking services
- Varieties of restaurants

Q6. Do you use the Swiggy app?

- Yes
- No

Q7. What do you like the most in Swiggy app ?

- Offers
- Varieties of restaurants
- Tracking services
- Delivery services

Q8. What is the factor that you want Swiggy to improve?

- Offers
- Varieties of restaurants
- Area coverage
- Delivery time
- Others

Q9. What is your level of satisfaction towards Swiggy on all grounds?

- Neutral
- Unsatisfied
- Totally satisfied
- Totally Unsatisfied

Q10. Are you going to recommend Swiggy to your peer or friends group?

- Strongly recommend
- Recommend
- May recommend
- Will never recommend
- Not recommend

REPORT OF ANALYSIS OF FINANICAL PERFORMANCE OF AXIS BANK

Submitted in partial fulfillment of the requirements for the award of the degree of

Bachelor of business administration (BBA)

To

Guru Gobind Singh Indraprastha University, Delhi

Guide	Submitted by
Dr. Jatin Lamba	AVANI
(Assistant Professor)	08480001721

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I, AVANI , Enrolment No. 08480001721 certify that the Summer Training Report (Paper Code BBA-314) entitled "Analysis of Financial Performance of Axis Bank" is done by me and it is an authentic work carried out by me at GITARATTAN INTERNATIONAL BUSINESS SCHOOL. The matter embodied in this Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Date:

Certified that the Summer Training Report (Paper Code BBA-315) entitled "Analysis Of Financial Performance Of Axis Bank" done by Mr./Ms. AVANI, Enrolment No. 08480001721 , is completed under my guidance.

Signature of the Guide

Date:

(Dr. Jatin Lamba)

(Assistant Professor)

Countersigned

Director/Summer Training Coordinator

Acknowledgement

Acknowledgement I am writing this financial analysis report for the program of Bachelor of Business Administration which was being conducted at for Gitarattan International Business School, Affiliated to Guru Gobind Singh Indraprastha University.

It has been a great challenge but a plenty of learning and opportunities to gain a huge amount of knowledge on the way of writing this report. I could not have completed my project without the constant guidance and assistance of Prof. Dr. Jatin Lamba My faculty guide who was always true to give me feedback and guidelines whenever I needed it.

AVANI

08480001721

CONTENTS

LISTS OF TABLES

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

BANKING IN INDIA

Without a sound and effective banking system in India it cannot have a healthy economy. The Banking system of India should not only be hassle free, but it should be able to meet new Challenges posed by the technology and any other external and internal factors. For the past three decades India's banking system has several outstanding achievements to its credit. The most striking is its extensive reach. It is no longer confined to only metropolitans or cosmopolitans in India. In fact, Indian banking system has reached even to the remote corners of the country. This is one of the main reasons of India's growth process.

HISTORY

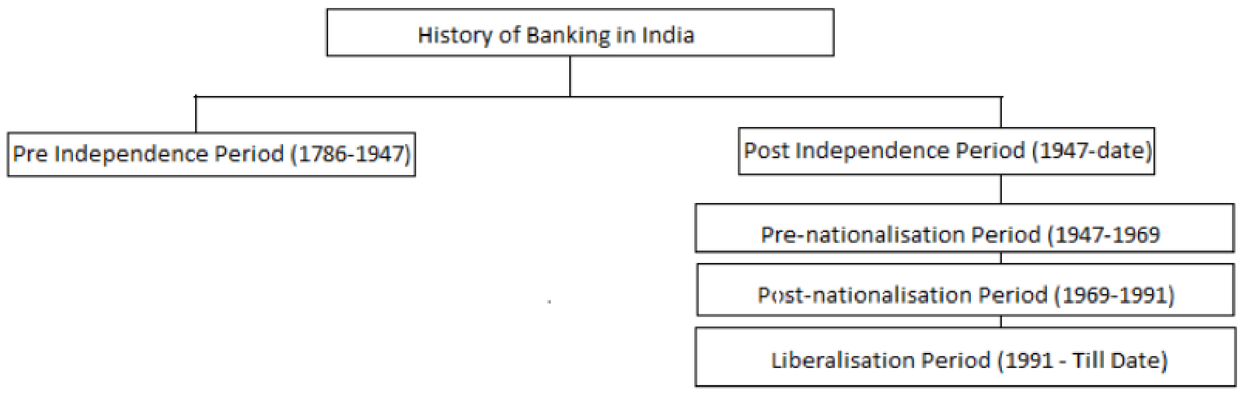
The first bank in India, though conservative, was established in 1786. From 1786 till today, the Journey of Indian Banking System can be segregated into three distinct phases. They are as Mentioned below:

Phase I: The Early Phase which lasted from 1770 to 1969

Phase II: The Nationalization Phase which lasted from 1969 to 1991

Phase III: The Liberalization or the Banking Sector Reforms Phase which began in 1991 and continues to flourish till date

Given below is a pictorial representation of the evolution of the Indian banking system over the years:



PRE INDEPENDENCE-PERIOD (1786 – 1947)

The first bank of India was the "Bank of Hindustan", established in 1770 and located in the then Indian capital, Calcutta. However, this bank failed to work and ceased operations in 1832.

During the Pre Independence period over 600 banks had been registered in the country, but only a few managed to survive.

Following the path of Bank of Hindustan, various other banks were established in India. They were:

- The General Bank of India (1786-1791)
- Oudh Commercial Bank (1881-1958)
- Bank of Bengal (1809)
- Bank of Bombay (1840)
- Bank of Madras (1843)

During the British rule in India, The East India Company had established three banks: Bank of Bengal, Bank of Bombay and Bank of Madras and called them the Presidential Banks. These three banks were later merged into one single bank in 1921, which was called the "*Imperial Bank of India.*"

The Imperial Bank of India was later nationalized in 1955 and was named The State Bank of India, which is currently the largest Public sector Bank.

Given below is a list of other banks which were established during the Pre-Independence period:

Pre-Indepence Banks in India	
Bank Name	**Year of Establishment**
Allahabad Bank	1865
Punjab National Bank	1894
Bank of India	1906
Central Bank of India	1911
Canara Bank	1906
Bank of Baroda	1908

If we talk of the reasons as to why many major banks failed to survive during the pre-independence period, the following conclusions can be drawn:

- Indian account holders had become fraud-prone
- Lack of machines and technology
- Human errors & time-consuming
- Fewer facilities
- Lack of proper management skills

Following the Pre-Independence period was the post-independence period, which observed some significant changes in the banking industry scenario and has till date developed a lot.

POST INDEPENDENCE PERIOD (1947 – 1991)

At the time when India got independence, all the major banks of the country were led privately which was a cause of concern as the people belonging to rural areas were still dependent on money lenders for financial assistance.

With an aim to solve this problem, the then Government decided to nationalize the Banks. These banks were nationalized under the Banking Regulation Act, 1949. Whereas the Reserve Bank of India was nationalized in 1949.

Following it was the formation of State Bank of India in 1955 and the other 14 banks were nationalized between the time duration of 1969 to 1991. These were the banks whose national deposits were more than 50 crores.

Given below is the list of these 14 Banks nationalized in 1969:

1. Allahabad Bank
2. Bank of India
3. Bank of Baroda
4. Bank of Maharashtra
5. Central Bank of India
6. Canara Bank
7. Dena Bank
8. Indian Overseas Bank
9. Indian Bank
10. Punjab National Bank
11. Syndicate Bank
12. Union Bank of India
13. United Bank
14. UCO Bank

In the year 1980, another 6 banks were nationalized, taking the number to 20 banks. These banks included:

1. Andhra Bank
2. Corporation Bank
3. New Bank of India
4. Oriental Bank of Comm.
5. Punjab & Sind Bank

6. Vijaya Bank

Apart from the above mentioned 20 banks, there were seven subsidiaries of SBI which were nationalized in 1959:

1. State Bank of Patiala
2. State Bank of Hyderabad
3. State Bank of Bikaner & Jaipur
4. State Bank of Mysore
5. State Bank of Travancore
6. State Bank of Saurashtra
7. State Bank of Indore

All these banks were later merged with the State Bank of India in 2017, except for the State Bank of Saurashtra, which merged in 2008 and State Bank of Indore, which merged in 2010.

IMPACT OF NATIONALIZATION

There were various reasons why the Government chose to nationalize the banks. Given below is the impact of Nationalizing Banks in India:

- This lead to an increase in funds and thereby increasing the economic condition of the country
- Increased efficiency
- Helped in boosting the rural and agricultural sector of the country
- It opened up a major employment opportunity for the people
- The Government used profit gained by Banks for the betterment of the people

- The competition decreased, which resulted in increased work efficiency

This post Independence phase was the one that led to major developments in the banking sector of India and also in the evolution of the banking sector.

LIBERALISATION PERIOD (1991 – TILL DATE)

Once the banks were established in the country, regular monitoring and regulations need to be followed to continue the profits provided by the banking sector. The last phase or the ongoing phase of the banking sector development plays a hugely significant role.

To provide stability and profitability to the Nationalized Public sector Banks, the Government decided to set up a committee under the leadership of Shri. M Narasimham to manage the various reforms in the Indian banking industry.

The biggest development was the introduction of Private sector banks in India. RBI gave license to 10 Private sector banks to establish themselves in the country. These banks included:

1. Global Trust Bank
2. ICICI Bank
3. HDFC Bank
4. Axis Bank
5. Bank of Punjab
6. IndusInd Bank
7. Centurion Bank
8. IDBI Bank
9. Times Bank

10. Development Credit Bank

The other measures taken include:

- Setting up of branches of the various Foreign Banks in India
- No more nationalisation of Banks could be done
- The committee announced that RBI and Government would treat both public and private sector banks equally
- Any Foreign Bank could start joint ventures with Indian Banks
- Payments banks were introduced with the development in the field of banking and technology
- Small Finance Banks were allowed to set their branches across India
- A major part of Indian banking moved online with internet banking and apps available for fund transfer

Thus, the history of banking in India shows that with time and the needs of people, major developments have been brought about in the banking sector with an aim to prosper it.

CURRENT SCENARIO

The Indian banking industry has recently witnessed the rollout of innovative banking models like payments and small finance banks. In recent years India has also focused on increasing its banking sector reach, through various schemes like the Pradhan Mantri Jan Dhan Yojana and Post payment banks. Schemes like these coupled with major banking sector reforms like digital payments, neo-banking, a rise of Indian NBFCs and fintech have significantly enhanced India's financial inclusion and helped fuel the credit cycle in the country.

Indian Fintech industry is estimated to be at US$ 150 billion by 2025. India has the 3rd largest FinTech ecosystem globally. India is one of the fastest-growing Fintech markets in the world. There are currently more than 2,000 DPIIT-recognized Financial Technology (FinTech) businesses in India, and this number is rapidly increasing.

The digital payments system in India has evolved the most among 25 countries with India's Immediate Payment Service (IMPS) being the only system at level five in the Faster Payments Innovation Index (FPII). India's Unified Payments Interface (UPI) has also revolutionized real-time payments and strived to increase its global reach in recent years.

MARKET SIZE

The Indian banking system consists of 12 public sector banks, 22 private sector banks, 46 foreign banks, 56 regional rural banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions. As of October 2023, the total number of micro ATMs in India reached 15,30,287. Moreover, there are 1,25,969 on-site ATMs and Cash Recycling Machines (CRMs) and 93,771 off-site ATMs and CRMs.

Banks added 2,796 ATMs in the first four months of FY23, against 1,486 in FY22 and 2,815 in FY21. 100% of new bank account openings in rural India are being done digitally. BCG predicts that the proportion of digital payments will grow to 65% by 2026.

In 2023 (till December 1st, 2023), total assets in the public and private banking sectors were US$ 1688.15 billion and US$ 1017.26 billion, respectively. In 2023 (till December 1st, 2023), assets of public sector banks accounted for 58.32% of the total banking assets (including public, private sector and foreign banks).

Public sector banks accounted for over 57.48% of interest income in 2023 (till December 1st, 2023). The interest income of public banks reached US$ 102.51 billion in 2023 (till December 1st, 2023). In 2023 (till December 1st, 2023), interest income in the private banking sector reached US$ 70.07 billion.

India's digital lending market witnessed a growth of CAGR 39.5% over a span of 10 years. The Indian digital consumer lending market is projected to surpass US$ 720 billion by 2030, representing nearly 55% of the total US$ 1.3 trillion digital lending market opportunity in the country.

According to RBI's Scheduled Banks' Statement, deposits of all scheduled banks collectively surged by a whopping Rs.1.75 lakh crore (US$ 2,110.87 billion) as of December 1st, 2023. According to the BCG Banking Sector Roundup Report of 9M FY23, credit growth is expected to hit 18.1% in 2022-23 which will be a double-digit growth in eight years.

Non-food bank credit registered a growth of 17.6% in November 2022 as compared with 7.1% a year ago on the back of robust credit demand from the segments such as services, industry, personal, and agriculture and allied activities, according to RBI's statement on Sectoral Deployment of Bank Credit.

INVESTMENTS / DEVELOPMENTS

Key investments and developments in India's banking industry include:

- In December 2023, ICICI Prudential Life Insurance and Ujjivan Small Finance Bank forged the Bancassurance Partnership.
- In October 2023, AU Small Finance Bank announced the acquisition of Fincare Small Finance Bank in an all-share deal and to merge it with itself.
- According to data released by the National Payments Corporation of India (NPCI), UPI transactions reached 10.241 billion until August 30th, 2023.
- In September 2023, Hitachi Payment Services launched India's first-ever UPI-ATM with NPCI.
- In September 2023, the Reserve Bank of India is likely to bring in CBDC in the call money market.
- In July 2023, Mahindra and Mahindra acquires minority stake in RBL Bank.
- In July 2023, State Bank of India to acquire 100% stake of SBI Capital in SBICAP Ventures for US$ 85.25 million (Rs. 708 crore).
- In June 2023, State Bank of India to acquire entire 20% stake of SBI Capital Markets in SBI Pension Funds.
- In April 2023, HDFC Bank to acquire 20% or more in Griha Pte subsidiary of HDFC Investments.
- M&A activity with an India angle hit a record US$ 171 billion in 2022.
- In April 2022, IDFC to sell Mutual Fund Business to Bandhan-Financial Holdings led Consortium for US$ 550.23 million (Rs. 4,500 crore).
- In March 2022, aggressive Axis Bank acquired Citi's India consumer business for US$ 1.6 billion.

- In December 2022, HDFC Bank to buy 7.75% stake in fintech start-up Mintoak.

- As per report by Refinitiv, Domestic M&A activity saw record levels of activity in 2022 at US$ 119.2 billion, up 156.3% from 2021. Companies like HDFC Bank, HDFC, Ambuja Cements, ACC, Adani Group Biocon, Mindtree, L&T Infotech, AM/NS, Essar Ports were involved in M&A deals in 2022

- On June, 2022, the number of bank accounts—opened under the government's flagship financial inclusion drive 'Pradhan Mantri Jan Dhan Yojana (PMJDY)'—reached 45.60 crore and deposits in the Jan Dhan bank accounts totaled Rs. 1.68 trillion (US$ 21.56 billion).

- In April 2022, India's largest private bank HDFC Bank announced a transformational merger with HDFC Limited.

- On November 09, 2021, RBI announced the launch of its first global hackathon 'HARBINGER 2021 – Innovation for Transformation' with the theme 'Smarter Digital Payments'.

- In November 2021, Kotak Mahindra Bank announced that it has completed the acquisition of a 9.98% stake in KFin Technologies for Rs. 310 crore (US$ 41.62 million).

- In October 2021, Indian Bank announced that it has acquired a 13.27% stake in the proposed National Asset Reconstruction Company Ltd. (NARCL).

- In July 2021, Google Pay for Business has enabled small merchants to access credit through tie-up with the digital lending platform for MSMEs—FlexiLoans.

- In February 2021, Axis Bank acquired a 9.9% share in the Max Bupa Health Insurance Company for Rs. 90.8 crore (US$ 12.32 million).

- In December 2020, in response to the RBI's cautionary message, the Digital Lenders' Association issued a revised code of conduct for digital lending.

- On November 6, 2020, WhatsApp started UPI payments service in India on receiving the National Payments Corporation of India (NPCI) approval to 'Go Live' on UPI in a graded manner.

- In October 2020, HDFC Bank and Apollo Hospitals partnered to launch the 'HealthyLife Programme', a holistic healthcare solution that makes healthy living accessible and affordable on Apollo's digital platform.
- In 2019, banking and financial services witnessed 32 M&A (merger and acquisition) activities worth US$ 1.72 billion.
- In April 2020, Axis Bank acquired additional 29% stake in Max Life Insurance.
- In March 2020, State Bank of India (SBI), India's largest lender, raised US$ 100 million in green bonds through private placement.
- In February 2020, the Cabinet Committee on Economic Affairs gave its approval for continuation of the process of recapitalization of Regional Rural Banks (RRBs) by providing minimum regulatory capital to RRBs for another year beyond 2019-20 - till 2020-21 to those RRBs which are unable to maintain minimum Capital to Risk weighted Assets Ratio (CRAR) of 9% as per the regulatory norms prescribed by RBI.

GOVERNMENT INITIATIVES

- Bank accounts opened under GoI Pradhan Mantri Jan Dhan Yojana have deposits of over ~US$ 25.13 billion in beneficiary accounts. 51.11 crore beneficiaries banked till December 15th, 2023.
- In September 2023, IREDA partners with banks to boost renewable energy projects in India.
- In March 2023, India Post Payments Bank (IPPB), in collaboration with Airtel, announced the launch of WhatsApp Banking Services for IPPB customers in Delhi.
- In October 2022, Prime Minister Mr. Narendra Modi inaugurated 75 Digital Banking Units (DBUs) across 75 districts in India.
- In Union Budget 2023, a national financial information registry would be constructed to serve as the central repository for financial and ancillary data.
- In Union Budget 2023, the KYC process will be streamlined by using a 'risk-based' strategy rather than a 'one size fits all' approach.
- National Asset reconstruction company (NARCL) will take over, 15 non-performing loans (NPLs) worth Rs. 50,000 crore (US$ 6.70 billion) from the banks.
- National payments corporation India (NPCI) has plans to launch UPI lite which will provide offline UPI services for digital payments. Payments of up to Rs. 200 (US$ 2.67) can be made using this.
- In the Union budget of 2022-23 India has announced plans for a central bank digital currency (CBDC) which will be possibly known as Digital Rupee.
- National Asset reconstruction company (NARCL) will take over, 15 Non-performing loans (NPLs) worth Rs. 50,000 crore (US$ 6.70 billion) from the banks.
- In November 2021, RBI launched the ‘RBI Retail Direct Scheme’ for retail investors to increase retail participation in government securities.

- The RBI introduced new auto debit rules with a mandatory additional factor of authentication (AFA), effective from October 01, 2021, to improve the safety and security of card transactions, as part of its risk mitigation measures.

- In September 2021, Central Banks of India and Singapore announced to link their digital payment systems by July 2022 to initiate instant and low-cost fund transfers.

- In August 2021, Prime Minister Mr. Narendra Modi launched e-RUPI, a person and purpose-specific digital payment solution. e-RUPI is a QR code or SMS string-based e-voucher that is sent to the beneficiary's cell phone. Users of this one-time payment mechanism will be able to redeem the voucher at the service provider without the usage of a card, digital payments app, or internet banking access.

- As per Union Budget 2021-22, the government will disinvest IDBI Bank and privatise two public sector banks.

- Government smoothly carried out consolidation, reducing the number of Public Sector Banks by eight.

- In May 2022, Unified Payments Interface (UPI) recorded 5.95 billion transactions worth Rs. 10.41 trillion (US$ 133.46 billion).

- According to the RBI, India's foreign exchange reserves reached US$ 630.19 billion as of February 18, 2022.

- The number of transactions through immediate payment service (IMPS) reached 430.67 million and amounted to Rs. 3.70 trillion (US$ 49.75 billion) in October 2021.

- The RBI has launched a pilot to digitalize KCC lending in a bid for efficiency, higher cost savings, and reduction of TAT. This is expected to transform the flow of credit in the rural economy.

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- As per the Union Budget 2023-24, the RBI has launched a pilot to digitalize Kisan Credit Card (KCC) lending in a bid for efficiency, higher cost savings, and reduction of TAT. This is expected to transform the flow of credit in the rural economy.

- As per the Union Budget 2023-24, digital banking, digital payments and fintech innovations have grown at a rapid pace in the country. Taking forward this agenda, and to mark 75 years of our independence, it is proposed to set up 75 Digital Banking Units in 75 districts of the country by Scheduled Commercial Banks.

- Additionally, the government proposed to introduce a digital rupee or a Central Bank Digital Currency (CBDC) which would be issued by the RBI using blockchain and other technologies. The government also proposed to bring all the 150,000 post offices under the digital banking core business to enable financial inclusion.

- According to the Economic Survey 2022-23, Over the last few years, the number of neo banking platforms and global investments in the neo-banking segment has also risen consistently. Neo-banks operate under mainstream finance's umbrella but empower specific services long associated with traditional institutions such as banks, payment providers, etc.

LEVELS AND TYPE OF COMPETITION-FIRMS OPERATING IN THE INDUSTRY

Competition in the banking sector in India is best seen as the product of two grand bargains. The first was between successive governments and the banks, whereby banks got privileged access to 23 low cost demand and time deposits, to the central banks liquidity facilities, as well as some protection from competition, in return for accepting obligations such as financing the government (through the Statutory Liquidity Ratio or SLR), helping in monetary transmission (through maintaining the Cash Reserve Ratio or CRR), opening branches in unbanked areas and making loans to the priority sector. The second grand bargain was between the public sector banks (PSBs) and the government, whereby these banks undertook special services and risks for the government, and were compensated in part, by the government standing behind the public sector banks. As India has developed, both these bargains are coming under pressure. And it is development and competition that is breaking them down.

Today, the investment needs of the economy, especially long term investment in areas like infrastructure, have increased. The government can no longer undertake these investments. Private entrepreneurs have been asked to take them up. To create space for financing, the government has to pre-empt less of the banking systems assets. But the nature of financing required is also changing. Private investment is risky, so there has to be more risk absorbing financing such as from corporate bond markets and from equity markets. As more sources of financing emerge, not only will banks no longer be able to have a monopoly over financing corporations and households, they will also have to compete for the best clients, who can access domestic and international markets.

Similarly, deposit financing will no longer be as cheap, as banks will have to compete with financial markets and real assets for the households savings. As households become more sophisticated, they will be unwilling to leave a lot of money in low interest bearing accounts. Of course, households will still be willing to accept low interest rates in return for liquidity. So privileged access to the central banks liquidity windows will allow banks to offer households these liquidity services safely and get a rent, but this advantage will also become eroded as new payments institutions and technologies emerge.

The first grand bargain -- cheap deposits in return for financing the government is therefore being threatened from both sides. Deposits will not continue to be cheap, while the government cannot continue to pre-empt financing at the scale it has in the past if we are to have a modern 24 entrepreneurial economy. This is yet another reason why fiscal discipline will be central to sustainable growth going forward.

Public sector banks are, if anything, in a worse position than private sector banks, which is why the second bargain is also under threat. As low risk enterprises migrate to financing from the markets, banks are left both with very large risky infrastructure projects and with lending to small and medium sized firms. The alternative to taking these risks is to plunge into very competitive retail lending, so public sector banks may have little option especially if the government pushes them to lend to infrastructure.

Many of the projects being financed today, however, require sophisticated project evaluation skills and careful design of the capital structure. Successful lending requires the lender to act to secure his position at the first sign of trouble, otherwise the slow banker ends up providing the loss cover for more agile bankers or for unscrupulous promoters. To survive in the changing business of lending, public sector banks need to have strong capabilities, undertake careful project monitoring, and move quickly to rectify problems when necessary. In the past, PSBs had the best talent. But today, past hiring freezes have decimated their middle-management ranks, and private banks have also poached talented personnel from PSBs. PSBs need to be able to recruit laterally, while retaining the talent they have, but to do so they need to be able to promise employees responsibility as well as the freedom of action. Unfortunately, employee actions in public sector banks are constrained by government rules and second-guessed by vigilance authorities, even while pay is limited. It will be hard for public sector banks to compete for talent.

If, in addition, these banks are asked to make sub- optimal decisions in what is deemed the public interest, their performance will suffer more than in the past. This will make it hard for them to raise funds, especially capital. With the government strapped for funds, its ability to support the capital needs of public sector banks as part of the second grand bargain is also coming into question. We cannot go backwards to revive the two bargains that means reversing development and bottling the genie of competition, neither of which would be desirable for the economy even if feasible. Instead, the best approach may be to develop the financial sector by increasing competition and variety, even while giving banks, especially public sector banks, a greater ability to compete.

CHALLENGES FACED BY THE INDUSTRY

The banking sector is undergoing a radical transformation. The shifts include changing business models, disruptive technologies, FinTechs, and compliance pressures. The emergence of nonbank startups, which is also referred to as FinTechs, is altering the competitive landscape in the banking industry. It has forced traditional institutions to reorganize the way they conduct business.

As information breaches become more frequent and privacy concerns increase, compliance and regulatory necessities become more limiting as a result. On top of that, client's demands have been evolving. Many consumers seek to be met with round-the-clock personalized services. These financial problems can be corrected by the very innovation, causing disruption. But, the transition from a legacy system of offering service to modern solutions has never been an easy task.

Customer retention

Financial services clients expect meaningful and personalized experiences through intuitive and straightforward interfaces on any device, anywhere, and at any time. While customer experience can be tricky to quantify, client turnover is substantial, and client loyalty is rapidly becoming an endangered idea. Client loyalty is a product born through sturdy relationships that start by comprehending the client and their expectations.

Understanding the client and engaging with them appropriately can result in client satisfaction, therefore, decreasing customer churn. Financial institutions can also use Bots, which is an effective and efficient technology for delivering superior client services. Bots can assist in increasing client engagement without incurring costs.

Financial institutions are adjusting to such technologies to improve customer satisfaction. However, various demands will always arise. However, with helpful information at hand, the industry will escalate its strategies to retain clients in the coming year.

Increasing expectations

Today's clients are savvier, smarter, and more informed. They expect a high degree of convenience and personalization out of their financial service experience. Altering client demographics plays a vital role in these heightened expectations. Each new generation of financial service clients is having a better understanding of technology. As a result, there is an elevated expectation of digitalized prospects.

A cultural shift

From thermostats that allow you to heat the surrounding to artificial intelligence-enabled wearables that monitor the user's health is the technology that has been embedded in our culture. The same has extended to the banking industry. The digital world has no access to manual systems and processes. The banking industry needs to figure out innovation-based resolutions to financial industry problems. Therefore, financial organizations must promote a culture filled with technology. Innovation is leveraged to optimize the existing procedures and processes for maximum efficiency.

Altering Business models

The cost that is linked with compliance management is among the numerous financial service challenges forcing banking institutions to alter the manner they conduct business. The elevated cost of capital integrated with unrelenting low-interest rates decreased proprietary trading, and decreasing return on equity are all pressurizing traditional source's financial profitability. But, the shareholder prospects remain unwavering. These factors have forced several institutions to establish new service offerings, seek longlasting progress in operational efficiencies, and rationalize business lines to maintain profits. The failure to keep up with the shifting demands is not an option. This means that banking institutions have to structure and be equipped to pivot when appropriate.

Regulatory compliance

This is among the most vital financial industry challenges. The dramatic increase in regulatory fees has steered this. Compliance with various set regulations can significantly strain financial institutions as they gather resources. Similarly, if banks fail to comply with the regulations, they are faced with costly consequences. They incur additional risks and cost for them to remain updated on the latest regulatory changes. Additionally, they have to oversee the controls that are required to see those requirements satisfied. Overcoming the regulatory compliance problem requires credit unions and banks to nurture a culture of compliance within the institution. Technology can play a crucial role in establishing a culture of compliance.

STRATEGIC OPTIONS TO COPE WITH THE CHALLENGES:

Dominant players in the industry have embarked on a series of strategic and tactical initiatives to sustain leadership. The major initiatives incorporate:

• Focus on ensuring reliable service delivery through Investing on and implementing right technology.

• Leveraging the branch networks and sales structure to mobilize low cost current and savings deposits.

• Making aggressive forays in the retail advances segments of home and personal loans.

• Implementing initiatives involving people, process and technology to reduce the fixed costs and the cost per transaction.

• Focusing on fee based income to compensate foe squeezed spread

• Innovating products to capture customer 'mind share' to begin with and later the wallet share

1.2 COMPANY PROFILE

Axis Bank is third largest private sector bank in India. The bank offers the entire spectrum of financial services to customer segments covering large and Mid-Corporates, MSME, Agriculture and Retail Businesses.

The bank has a large footprint of 5100+ domestic branches (including extension counters) with 15,000+ ATMs & cash recyclers spread across the country. The bank has 6 axis virtual centers with over 1,500 virtual relationship managers as of 31st March 2023. The overseas operations of the bank are spread over 3 international offices with branches in Dubai(DIFC) & Gift City – BIU, representative office in Abu Dhabi. The international offices focus on Corporate Lending, Coverage Businesses, Trade Finance, Syndication, Investment Banking, Liability Businesses, and Private Banking/Wealth Management offerings.

Axis Bank Is one of the first new generation private sector banks to have begun operations in 1994. The bank was promoted in 1993, jointly by Specified Undertaking of Unit Trust of India (SUUTI) (then known as unit Trust of India), Life Insurance Corporation of India (LIC), General Insurance of India (GIC), National Insurance Company Ltd. (NIC), The New India Assurance Company Ltd. (NIA), The Oriental Insurance Company Ltd. (OIC), and United India Insurance Company Ltd. (UIIC). The shareholding of Unit Trust of India was subsequently transferred to SUUTI, an entity established in 2003. GIC, NIC, NIA, OIC, UIIC, AND SUUTI are reclassified from promoter category to public category. As on September 30, 2023, Life Insurance corporate of India (LIC) is the only promoter of the Bank.

With a balance sheet size of Rs. 13,17,326 crores as on 31st March 2023, Axis Bank has achieved consistent growth and with a 5-year CAGR (2017-18 to 2022-23) of 14% each in Total Assets & Advances and 16% in Deposits.

Company type	Public
Traded as	• BSE: 532215 • LSE: AXBC • NSE: AXISBANK • BSE SENSEX Constituent • NSE NIFTY 50 Constituent
ISIN	INE238A01034
Industry	Financial services
Founded	3 December 1993; 30 years ago as *UTI Bank*
Headquarters	Axis House, Mumbai, Maharashtra , India[1]
Number of locations	4903 (March 2023)
Key people	• Amitabh Chaudhry (MD & CEO) • Shri Rakesh Makhija (chairperson)
Products	• Retail banking • Corporate banking • Investment banking • Mortgage loans • Private banking • Wealth management • Asset management • Investment management • Mutual funds • Exchange-traded funds • Index funds • Credit cards • Risk management
Revenue	▲ ₹137,989 crore (US$17 billion)[2] (2024)

Operating income	▲ ₹39,356 crore (US$4.9 billion)[2] (2024)
Net income	▲ ₹26,386 crore (US$3.3 billion)[2] (2024)
Total assets	▲ ₹1,518,239 crore (US$190 billion)[2] (2024)
Total equity	▲ ₹155,512 crore (US$19 billion)[2] (2024)
Owner	• Life Insurance Corporation (9.19%) • Specified Undertaking of Unit Trust of India (SUUTI) (4.68%) • General Insurance Corporation of India (1.15%) • The New India Assurance Company Limited (0.74%)
Number of employees	91,898[3] (as of March 2023)
Subsidiaries	• Axis Asset Management Company Ltd. • Axis Mutual Fund Trustee Ltd. • Axis Capital Ltd. • Axis Finance Ltd. • Axis Securities Ltd. • A.TREDS Ltd. • Axis Bank UK Ltd. • Axis Trustee Services Ltd. • Freecharge • Accelyst Solutions Private Ltd. • Axis Private Equity Ltd.[4]
Capital ratio	9.35% (December 2019)

HISTORY

The bank was founded on 3 December 1993 as **UTI Bank**, opening its registered office in Ahmedabad and a corporate office in Mumbai. The bank was promoted jointly by the Administrator of the Unit Trust of India (UTI), Life Insurance Corporation of India (LIC), General Insurance Corporation, National Insurance Company, The New India Assurance Company, The Oriental Insurance Corporation and United India Insurance Company. The first branch was inaugurated on 2 April 1994 in Ahmedabad by Manmohan Singh, then finance minister of India.

In 2001 UTI Bank agreed to merge with Global Trust Bank, but the Reserve Bank of India (RBI) withheld approval and the merger did not take place. In 2004, the RBI put Global Trust under moratorium and supervised its merger with Oriental Bank of Commerce. The following year, UTI bank was listed on the London Stock Exchange. In the year 2006, UTI Bank opened its first overseas branch in Singapore. The same year it opened an office in Shanghai, China. In 2007, it opened a branch in the Dubai International Financial Centre and branches in Hong Kong.

On 30 July 2007, UTI Bank changed its name to Axis Bank. In 2009, Shikha Sharma was appointed as the MD and CEO of Axis Bank. In 2013, Axis Bank's subsidiary, Axis Bank UK commenced banking operations. The Indian government intends to sell a 20.7% stake in Axis Bank in February 2014 for 57 billion rupees, equivalent to 925 million dollars. On 1 January 2019, Amitabh Chaudhry took over as MD and CEO. In year 2021, the Bank had reduced its stake in Yes Bank from 2.39 per cent to 1.96 per cent.

OPERATIONS

Indian Business

As of 31 March 2023, the bank had a network of 4,903 branches and extension counters, 15,953 ATMs and cash recyclers.

Axis Bank has the largest ATM network among private banks in India. It even operates an ATM at one of the world's highest sites at Thegu, Sikkim at a height of 4,023 meters (13,200 ft) above sea level.

International business

The bank has nine international offices with branches at Singapore, Hong Kong, Dubai (at the DIFC), Shanghai, Colombo and representative offices at Dhaka, Dubai, Sharjah and Abu Dhabi, which focus on corporate lending, trade finance, syndication, investment banking and liability businesses. In addition to the above, the bank has a presence in UK with its wholly owned subsidiary Axis Bank UK Limited.

SERVICES

Retail banking

The bank offers lending services to individuals and small businesses, along with liability products, card services, Internet banking, automated teller machines (ATM) services, depository, financial advisory services, and Non-resident Indian (NRI) services. Axis bank is a participant in RBI's NEFT enabled participating banks list.

Corporate banking

Transaction banking: Axis Bank provides products and services related to transaction banking to customers in areas of current accounts, cash management services, capital market services, trade, foreign exchange and derivatives, cross-border trade and correspondent banking services, and tax collections on behalf of the Government and various State Governments in India.

Investment banking and trustee services: The bank provides investment banking and trusteeship services through its owned subsidiaries. Axis Capital Limited provides investment banking services relating to equity capital markets, institutional stockbroking besides M&A advisory. Axis Trustee Services Limited is engaged in trusteeship activities, acting as a debenture trustee and as a trustee to various securitization trusts.

International banking

The bank offers corporate banking, trade finance, treasury and risk management through the branches at Singapore, Hong Kong, DIFC, Shanghai and Colombo, and as also retail liability products from its branches at Hong Kong and Colombo.[33] The representative office at Dhaka was inaugurated during the current financial year.

1.3 VISION

To be the preferred financial services provider excelling in customer service delivery through insight, empowered employees and smart use of technology.

1.4 MISION

To be the preferred financial solutions provider excelling in customer delivery through insight, empowered employees and smart use of technology

1.5 SCOPE OF THE STUDY

The study will be limited to the financial statements of the particular bank. The study is based on the financial reports of the bank for the period of 5 years from 2020 to 2024. It includes liquidity, profitability, leverage, turnover and market based ratio performance of the Bank. The present study does not cover the human resource practices employee performance, performance of mutual funds in the Indian stock market and the likes of it.

1.6 OBJECTIVE OF THE STUDY

- To study the overall monetary performance of Axis Bank over a period of five years (2020 to 2024).
- To evaluate financial position of the Bank in terms of solvency, profitability, liquidity and efficiency.
- To determine the long term financial solvency position of the Bank.

1.7 RESEARCH APPROACH AND DESIGN

The nature of study of this project is descriptive and analytical. In analytical study, one has to use facts or information already available and analyze these to make critical evaluation of the material. Secondary data are those data which have already been collected and stored. Secondary data may be collected from:

• Annual reports of the bank

• Bulletins

• Periodicals

• News letters

• Internal reports of the bank

The study has been conducted with reference to the data related to Axis Bank. The study examines the financial performance of some variables and compares the performance of the bank over a period of five years.

SAMPLING DESIGN

For performance analysis of Axis Bank over the years, the study has been taken during the period from 2020 to 2024(five years).To know the financial performance of the banks by using ratio analysis and camel rating. Financial performance of the bank can be analyzed through their financial reports.

CHAPTER 2

3.1 THEORETICAL FRAMEWORK INCLUDING LITERATURE

The theory applied in this study relates to Financial Management, particularly Financial statement Analysis, as it would facilitate financial performance analysis. The analysis of financial statements is generally undertaken for evaluating the financial position/performance of the company, to be used by its stakeholders such as Investors, Creditors and Managers. The outcome of analysis also helps in predicting financial performance for future period.

Khan and Jain (2011) have defined the analysis of Financial Statements as a process of evaluating the relationship between parts of financial statements to obtain a better understanding of the firm's position and its performance. There are two broad approaches used to measure Bank performance, the Accounting Approach, which makes use of financial ratios and secondly Econometric Techniques. Traditionally, Accounting Methods are largely based on the use of financial ratios, which have been employed for assessing Bank performance (Ncube, 2009).

Kumar (2012) has given a definition to camel rating system, according to him it is a mean to categorize bank based on the overall health, financial status, managerial and operational performance. In his study he has chosen the SBI and its associates for checking the performance and concludes that State Bank of India is always in the lead than its associates in every aspect of camel.

In a study conducted by Collis and Jarvis (2006) on financial information and the management of small private companies in the U.K., the most useful sources of information are the periodic management account (i.e. the balance sheet and income statement), cash flow information and bank statements (of course bank statement are another form of cash flow information but generated externally). These sources of information are used by eight (80) per cent of companies and this demonstrates the importance of controlling cash, which previous research

(Bolton, 1971, Birly & Niktari, 1995, Jarvis et al, 1996) suggest is critical to the success and survival of a small business.

In the same research eight-seven (87) per cent of small companies' prepared profit and loss accounts and seventy-eight (78) per cent, balance sheet. These key financial statements allow management to monitor profitability of the business as well as its net assets. Confirming the usefulness of cash flow information, the analysis shows that seventy-three (73) per cent use bank reconciliation statement and more than fifty-five (55) percent use cash flow statements and forecast. However, other competitive performance measures perceived in literature such as ratio analysis, industry trends and inter-firm comparison are not widely used.

Collis and Jarvis (2002) then states that this may indicate that small companies experience problems in gaining access to appropriate benchmarks, but could also be the results of competitors filing abbreviated accounts which reduces the amount of information available for calculating ratio and making comparison. In addition, as many small companies operate in the service sector, they occupy niche markets and may be less concerned with competition than those in other markets.

Melse (2004), reports that ratio analysis provides an insight into the financial health of a firm by looking into it liquidity, solvability, profitability, activity and capital and market structure.

Jooste (2004) investigates that many authors agree that cash flow information is a better indicator of financial performance than traditional earnings.

Largay and Stickney (1980) and Lee (1982) show that profits were increasing, W.T. Grant and Laker Airways had severe cash flow problems prior to bankruptcy. Jooste (2004) further states that users of financial statements around the world evaluate the financial statements of companies to determine the liquidity, assets activity, leverage, profitability and performance. Users of financial statements use traditional balance sheet and income statements ratios for performance evaluation. Therefore, along with traditional ratios, operating cash flow is also important when evaluating a company's performance (Jooste, 2004). Various literature states that the primary purpose of the cash flow statement is to assess a company's liquidity, solvency, viability and financial adaptability. According to Everingham et al (2003) operating cash flow ratios are indicators of performance. They determine the extent to which a company has generated sufficient funds.

Hr Machirajn international publishers (2009): Efficiency can be considered from technical economical or empirical considerations. Technical efficiency implies increase in output. In the case of banks defining inputs and output is difficult and hence certain ratios of costs to assets or operating revenues are used to measure banks efficiency. In the Indian context public sector banks accounts for a major portion of banking assets, it is necessary to evaluate the financial decisions of these banks and compare them with private sector banks to know the quality of financial decisions on its impact or performance of banks in terms of efficiency, profitability, competitiveness and other economic variables.

Bhatawdekar (2010) explains that Financial Ratio Analysis is the systematic use of ratio to interpret the components of financial statements for evaluation of strength and weaknesses of a firm in addition to its historical performance and present financial condition.

Hassan and Bashir (2005) believe that financial ratios are popular due to several reasons as they are easy to calculate, interpret and permit comparison between the Banks.

Halkos and Salamouris (2004) conclude that financial ratios permit comparisons between the Banks and the benchmark, which is usually the average of the industry sector.

Dr.Dhanabhakyam & M.kavitha (2012) in their research used some important ratio to analyses the financial performance of selected public sector banks such as ratio of advances to assets, ratio of capital to deposit, ratio of capital to working fund, ratio of demand deposit to total deposit, credit deposit ratio, return on average net worth ratio, ratio of liquid assets to working fund etc. The ratio of advances to assets shows an increasing trend for most of the public sector bank. It shows aggressiveness of bank in lending which ultimately result in high profitability.

Chaudhary (2014) conducted a study to measure the right performance of public and private sector banks by the use of secondary data collected from annual reports, periodicals, website etc. for the year 2009-2011 and found out that in every aspect private sector bank has performed better than public sector banks and they are growing at faster pace.

Jha and Hui (2012) tried to find out the factors affecting the performance of Nepalese Commercial Banks By using various camel ratios such as return on asset (ROA), return on equity (ROE), capital adequacy ratio (CAR) etc. As Public sector banks have higher total assets compared to joint venture or domestic private banks, thus ROA was found higher whereas overall performance of public sector was unsound because ROE and CAR of joint venture and private banks was found superior. The financial performance of public sector banks is being eroded by other factors such as poor management, high overhead cost, political intervention, low quality of collateral etc.

Dr Richa Jain, Prof. Mitali Amit Shelankar & Prof Bharti Sumit Mirchandani, (2015) Tools / Techniques of financial statement analysis:- The various tools and techniques of financial statement analysis are;

Trend Percentage Analysis: It is also known as Intra firm comparison in which the financial statements of the same company for few years are compared for some important series of information.

Comparative Statement: These are the statement of financial positions at different periods of time. The financial position is shown in a comparative form over two period of time.

Common Size Statements: The common size statements, balance sheet and income statements are shown in terms of percentages. The data is shown as percentage of total assets, liabilities and sales.

Ratio Analysis: It is a technique of analysis and interpretation of financial statements. It is the process of establishing and interpreting various financial ratios for helping in taking decisions.

Funds Flow Statements: It is a statement of studying the changes in the financial position of a business enterprise between the beginning and the end it is a statement indicating rises of funds for a period of time.

Cash Flow Statements: It shows the changes in cash flow between two periods.

3.2 AN OVERVIEW OF EARLIER STUDIES

Baral (2005), study the performance of joint ventures banks in Nepal by applying the CAMEL Model. The study was mainly based on secondary data drawn from the annual reports published by joint venture banks. The report analyzed the financial health of joint ventures banks in the CAMEL parameters. The findings of the study revealed that the financial health of joint ventures is more effective than that of commercial banks. Moreover, the components of CAMEL showed that the financial health of joint venture banks was not difficult to manage the possible impact to their balance sheet on a large scale basis without any constraints inflicted to the financial health.

Wirnkar and Tanko (2008), analyzed the adequacy of CAMEL in evaluating the performance of bank. This empirical research was implemented to find out the ampleness of CAMEL in examining the overall performance of bank, to find out the importance of each component in CAMEL and finally to look out for best ratios that bank regulators can adopt in assessing the efficiency of banks. The analysis was performed from a sample of eleven commercial banks operating in Nigeria. The study covered data from annual reports over a period of nine years (1997-2005). The analysis disclosed the inability of each component in CAMEL to congregate the full performance of a bank. Moreover the best ratios in each CAMEL parameter were determined.

Bansal (2010) studied the impact of liberalization on productivity and profitability of public sector banks in India. The study has been conducted on the basis of primary as well as secondary data for the period 1996-07. The study concluded that the ability of banks to face competition was dependent on their determined efforts at technological upgradation and improvement in operational and managerial efficiency, improvement in customer service, internal control and augmenting productivity and profitability. The study found that public sector banks have to pay great attention to strategic management, strategic planning and to greater specialization in the technical aspect of lending and credit evaluation. It was recommended that public sector banks should strengthen their project appraisal capabilities. In order to raise their productivity and profitability, public sector banks should spell turnover strategies, income-oriented and cost oriented strategies from time to time.

Aspal and Malhotra (2013) measured the financial performance of Indian public sector banks' asset by camel model and applying the tests like Anova, f test and arithmetic test for the data collected for the year 2007-2011. They concluded that the top two performing banks are bank of Baroda and Andhra bank because of high capital adequacy and asset quality and the worst performer is united bank of India because of management inefficiency, low capital adequacy and poor assets and earning quality. Central bank of India is at last position followed by UCO bank and bank of Maharashtra.

Tarawneh (2006) in his study measured the performance of Oman Commercial Banks using financial ratios and Banks were ranked on the basis of their performance. The findings indicated that Bank performance was strongly and positively influenced by Operational Efficiency, Asset Management and Bank Size.

Samad (2004) investigated the performance of seven locally incorporated Commercial Banks during the period 1994-2001. Financial ratios were used to evaluate the Credit Quality, Profitability and Liquidity Performances.

Dr. Anurag B Singh and Ms.Priyanka Tandon (2012): The researcher has mentioned the importance of the banking sector in the economic development of the country. In India banking system is featured by large network of Bank branches, serving many kinds of financial services of the people. The research Methodology used by there is a comparative analysis of both the banks based on the mean and compound growth rate (CGR). The study is based on secondary data collected from magazines, journals & other published documents. Which was a limitation since it's difficult to prove the geniuses of the data.

Renu Bagoria (2014): The main objective of this paper is to make a comparative study between private sector banks and public sector banks and the adoption of various services provided by this bank. The different services provided by these banks are M-Banking, Net banking, ATM, etc. One of the services provided by the bank i.e. Mobile banking helps us to conduct numerous financial transactions through mobile phone or personal digital assistant (pda).Data analysis had been made in private sector banks like ICICI Bank, INDUSSIND Bank, HDFC Bank, Axis Bank and public sector banks like SBI Bank, SBBJ, IDBI and OBC Bank. These banks also provide Mobile Banking service. The overall study showed that the transaction of Mobile banking through public sector bank is higher than private sector.

Kumar and Sharma (2013) analyzed the performance of top 10 and highest market capitalized banks in India with the help of camel model approach, for the year 200610, their study found that Kotak Mahindra Bank is on the lead and on highest position in terms of capital adequacy followed by ICICI bank and they both are more efficient in managing their liquidity. SBI has highest NPA level among their peer group followed by ICICI bank whereas PNB is highly management efficient with the highest grading in this parameter. Earning quality of SBI and PNB are on top but overall SBI is ranked first followed by PNB and HDFC.

3.3 UNIQUENESS OF THE RESEARCH

• CAMEL RATING is an important technique of financial analysis. It is a means for judging the financial health of a business enterprise. It determines and interprets the liquidity, solvency, profitability, etc. of a business enterprise. With the help of ratio analysis, comparison of profitability and financial soundness can be made between one industry and another. Similarly comparison of current year figures can also be made with those of previous years with the help of ratio analysis and if some weak points are located, remedial measures are taken to correct them. It discloses the position of business 41 with different viewpoint. It discloses the position of business with liquidity viewpoint, solvency view point, profitability viewpoint, etc. with the help of such a study, we can draw conclusion regarding the financial health of business enterprise.

• Ratio analysis refers to the analysis of various pieces of financial information in the financial statements of a business. They are mainly used by external analysts to determine various aspects of a business, such as its profitability, liquidity, and solvency. It helps in comparison. It helps in trend line and operational efficiency.

• Comparative balance sheet presents side by side information about an entity's assets, liability and shareholder's equity as of multiple points in time. It helps in comparison and forecasting.

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

In this study, data was analyzed by using tabular representation of data to ease comparing and to enable readers visually appreciate the findings from the study. Different scales will be used for data analysis. Various financial ratios, bar charts are used to know financial performance of the bank.

For the analysis of the financial performance the following tools are used:

A)Ratio analysis

B)Camel rating

C)Comparative balance sheet

A) RATIO ANALYSIS

Ratio analysis is one of the most powerful tools of financial analysis. It is a yardstick which measures relationship between variables. In layman's terms a ratio represents for every amount one thing how much there is of another thing. Ratio analysis is a widely- used tool of financial analysis. It can be used to compare the risk and return relationship of firms of different sizes. It is defined as the systematic use of ratio interprets the financial statements so that the strength and weakness of a firm as well as its historical performance and current financial condition can be determined. The term ratio to the numerical or quantitative relationship between two items. Following are the ratios:

1) PROFITABILY RATIOS

Profitability is a relative term. It is hard to say what percentage of profits represents a profitable firm, as profits depend on such factors as the position of the company and its products on the competitive life cycle (for example profits will be lower in the initial years when investment is high), on competitive conditions in the industry, and on borrowing costs.

For decision-making, it is concerned only with the present value of expected future profits. Past or current profits are important only as they help to identify likely future profits, by identifying historical and forecasted trends of profits and sales. Profitability ratios measure operating efficiency and ability to ensure adequate return to shareholders.

In other words, they are used to evaluate the overall management effectiveness and efficiency in generating profit on sales, total assets and owners' equity. Profitability ratios help to measure how well a company is managing its expenses. These measurements allow evaluating the company's profits with respect to a given level of sales, a certain level of assets, or the owner's investment. It is related to the effectiveness with which management has employed both the total assets and the net assets as recorded on the balance sheet. These ratios are usually created by relating net profit, defined in a variety of ways, to the resources utilized in generating that profit. Following ratios:

I. Return on Equity
II. Return on Assets
III. Net Profit Margin

I. Return on Equity

equity indicates the profitability to shareholders of the Bank after all expenses and taxes). It measures how much the firm is earning after tax for each invested in the Bank It is also an indicator of measuring managerial By and large, higher ROE means better managerial performance; however, a higher return on equity may be due to debt (financial leverage) or higher return on assets.

Financial leverage creates an important difference between ROA and ROE in that financial leverage always magnifies ROE. This will always be the case as long as the ROA (gross) is greater the interest rate on debt. Usually, there is higher ROE for high growth companies.

$$ROE = \text{Net income after tax} \; / \; \text{Total equity}$$

II. RETURN ON ASSETS

It shows the ability of management to acquire deposits at a reasonable cost and invest them in profitable investments. This ratio indicates how much net income is generated of assets. Return on assets indicates the profitability on the assets of the Bank after all expenses and taxes. It is a common measure of managerial performance. It measures how much the firm is earning after tax for invested in the assets of the firm. That is, it measures net earnings per unit of a given asset, moreover, how bank can convert its assets into earnings.

Generally, a higher ratio means better managerial performance and efficient utilization of the assets of the firm and lower ratio is the indicator of inefficient use of assets. ROA can be increased by Banks either by increasing profit margins or asset turnover but they can't do it simultaneously because of competition and trade-off between turnover and margin. So bank maintain higher ROA will make more the profit.

ROA = Net income after tax / Total assets

III. NET INTEREST MARGIN

It is a profitability metric that measures how much a bank earns in interest compared to the outgoing expenditures it pays consumers. A positive net margin indicates a bank invests efficiently, while a negative return implies investment efficiencies.

NIM = Total interest income – Total interest expense / Total assets

2) RISK RATIO

It assesses a company's capital structure and current risk level in relation to the company's debt level. Investors use the ratio to decide whether they want to invest in a company. Here as follows:

I. LEVERAGE RATIOS

Leverage ratio is any one of several financial measurements that assesses the ability of a company to meet its financial obligations. It may be also be used to measure a company's mix of operating expenses to get an idea of how changes in output will affect operating income. Common leverage ratios include the debt equity ratio, equity multiplier ratio, degree of financial leverage.

Leverage Ratio = Total equity / Total assets

II. TOTAL CAPITAL RATIO

It indicates the relationship between shareholders fund, long term debt, and reserve to total assets. It shows the long term solvency.

TCR = Total equity + long term debt + reserve / Total assets

III. LOAN RATIO

It measures the percentage of assets that is tied up in loans. Net loan to total assets ratio (NLTA) is also another important ratio that measures the liquidity condition of the bank. Whereas Loan to Deposits is a ratio in which liquidity of the bank is measured in terms of its deposits, NLTA measures liquidity of the bank in terms of its total assets. That is, it gauges the percentage of total assets the bank has invested in loans (or financings). The higher is the ratio the less the liquidity is of the bank. Similar to LDR, the bank with low NLTA is also considered to be more liquid as compared to the bank with higher NLTA. However, high NLTA is an indication of potentially higher profitability and hence more risk. The higher the ratio, the less liquid the bank is.

Loan Ratio = Net loans / Total assets

B) CAMEL Rating

CAMEL is a proportion based model to assess the execution of banks. It represents Capital Adequacy, Asset Quality, Management Efficiency, Earning Quality and Liquidity. This model identifies the strength and weakness of banks and helps in improving future development of banking. The period for evaluating performance through CAMEL in this study is 5 years, i.e. from financial year 2016 to 2020.

1. Capital Adequacy (C)

The capital adequacy ratio (CAR) is used to check the ability of the banks in taking up a reasonable amount of loss. The bank CAR is tracked by the national regulators. This helps in knowing how safe is the people‘s money to the banks and how the banks can overcome the losses if any. This helps in protecting the depositors and also to support the steadiness and effectiveness of the banking systems in the globe. The minimum requirement of CAR ratio, by Basel II norms is 8%, by RBI 9%.

The four ratios under this parameter are:-

b) CAR ratio:

The capital which takes in the losses is called Tier I capital. At the time of winding up of the company tier II capital can help in absorbing the losses. This capital gives lesser shield to depositors. The highest CAR ratio is preferred and will be rated at 1.

Capital adequacy ratio = Tier I capital + Tier II capital x 100 / Risk weighted assets

c) Debt / Equity ratio:

This ratio shows how much debt is taken up by the company to fund its assets. If the ratio is more then it means creditor financing is more than the investor financing. This contributes to greater financial distress if earnings do not surpass the borrowing cost. Lower debt to equity ratio is preferred and will be ranked as 1.

Debt / Equity ratio = Total liabilities x 100 / Shareholder's equity

d) Advances / Total assets ratio:

This ratio helps in identifying how violent a bank is, in lending, which results in improved profitability. The larger the ratio, the better the profit and is ranked 1. Receivables are included in total advances and re- valued assets are removed from total assets.

$$\text{Advances / Total assets ratio} = \frac{\text{Advances}}{\text{Total assets}} \times 100$$

2. EARNING QUALITY (E)

Profitability of the banks is determined by this. The following proportions will be counted on to determine the earnings of the Banks:

A) Interest Income to Total Income

This ratio helps in finding out the portion of the income from interest out of income in total. The higher ratio is chosen.

$$\text{Net interest / Total income} = \frac{\text{Interest earned} - \text{Interest paid}}{\text{Total income}} \times 100$$

b) Net Interest Margin (NIM) to Total Assets Ratio:

It is a profitability metric that measures how much a bank earns in interest compared to the outgoing expenditures it pays consumers. A positive net margin indicates a bank invests efficiently, while a negative return implies investment efficiencies.

$$\text{NIM} = \frac{\text{Total interest income} - \text{Total interest expenses}}{\text{Total assets}} \times 100$$

c)Non-Interest Income to Total Income

It is a profitability metric that measures how much a bank earns in other income compared to the total income.

$$\text{NII} = \frac{\text{other income}}{\text{Total income}} \times 100$$

5) Liquidity (l)

Liquidity shows the ability of the banks to fulfil their short term obligations. Banks should get hold of the right steps to hedge them against liquidity risk and to ensure that they put in better investments to generate a higher yield on investment. This will help the banks to get earnings and at the same time offer the liquidity. The following ratios are considered here.

b) Liquid assets / Total assets:

Cash in hand & with other banks (India and abroad), cash in Reserve Bank of India and money at call and short notice are called liquid assets. The liquidity position of the bank could be assessed by this ratio. A higher ratio is chosen.

$$\text{Liquid assets / Total assets} = \frac{\text{Liquid assets}}{\text{Total assets}} \times 100$$

c) Liquid Assets / Total Deposit:

The ability of the banks to quickly convert their deposits into cash is measured by thisratio. Total deposit includes demand, saving, and term deposits and deposits in other institutions. The bank with higher ratio is chosen.

$$\text{Liquid assets / Total deposits} = \frac{\text{Liquid assets}}{\text{Total deposits}} \times 100$$

d) Credit Deposit Ratio:

The amount of advances made by the depository financial institution against its total deposits is measured by this ratio. If the ratio is low, then it shows that the bank is not fully employing its resources and a higher ratio means the reverse of it. For the lending purpose the higher the ratio is preferred.

$$\text{Credit deposit ratio} = \frac{\text{Total advances}}{\text{Total deposits}} \times 100$$

C) Comparative balance sheet

Comparative balance sheet is a balance sheet which provides financial figures of Assets, Liability and equity for the “two or more period of the same company” or “two or more than two company of same industry” or “two or more subsidiaries of same company” at the same page format so that this can be easily understandable and easy to analysis. The comparative balance sheet has two-column of amount against each balance sheet items; one column shows the current year financial position whereas another column will show the previous year's financial position so that investors or other stakeholders can easily understand and analyze the company's financial performance against last year.

RETURN ON EQUITY

YEAR	%
2020	1.91
2021	6.48
2022	11.30
2023	7.63
2024	16.54

Table 3.1

INTERPRETATION:

ROE is the most important indicator of a bank's profitability and growth potential. It is the rate of return to shareholders or the percentage return on each of equity invested in the bank. Usually, there is higher ROE for high growth companies. Axis Bank has higher ROE of 16.54% in the year 2024.

RETURN ON ASSETS

YEAR	%
2020	2.75
2021	2.93
2022	2.81
2023	3.26
2024	3.37

TABLE 3.2

INTERPRETATION: This ratio indicates how much net income is generated of assets. ROA can be increased by Banks either by increasing profit margins or asset turnover but they can't do it simultaneously because of competition and trade-off between turnover and margin. So bank maintain higher ROA will make more the profit. Axis Bank has the highest ROA of 1.10% in year 2022.

NET INTEREST MARGIN

YEAR	%
2020	0.17
2021	0.66
2022	1.10
2023	0.72
2024	0.68

TABLE 3.3

INTERPRETATION: A positive net margin indicates a bank invests efficiently, while a negative return implies investment efficiencies. Axis Bank has a higher Net Margin of 3.37% in the year 2024.

RISK RATIO

LEVERAGE RATIO

YEAR	%
2020	0.79
2021	0.76
2022	0.74
2023	0.78
2024	0.76

TABLE 3.4

INTERPRETATION: Leverage ratio is any one of several financial measurement that assesses the ability of a company to meet its financial obligations. A high leverage ratio also increases the risk of insolvency. A figure of 0.5 or less is ideal. The most ideal is 0.74% in year 2022.

TOTAL CAPITAL RATIO

YEAR	%
2020	0.16
2021	0.19
2022	0.21
2023	0.17
2024	0.20

TABLE 3.5

INTERPRETATION: It indicates the relationship between shareholders fund, long term debt, and reserve to total assets. It shows the long term solvency. Axis Bank has the highest Capital ratio of 0.96% in the years 2016, 2018 & 2019

LOAN RATIO

YEAR	%
2020	0.95
2021	0.96
2022	0.96
2023	0.95
2024	0.96

TABLE 3.6

INTERPRETATION: It measures the percentage of assets that is tied up in loans. Net loan to total assets ratio (NLTA) is also another important ratio that measures the liquidity condition of the bank. The higher the ratio, the less liquid the bank is.

CAPTIAL ADEQUACY

CAR RATIO

YEAR	%
2020	17.53
2021	15.84
2022	16.57
2023	18.00
2024	15.67

TABLE 3.7

This capital gives lesser shield to depositors. The highest CAR ratio is preferred and will be rated at 1.the Bank has highest CAR ratio of 18% in the year 2023.

YEAR	%
2020	9.28
2021	10.52

DEBT-EQUITY RATIO

2022	9.48
2023	9.31
2024	8.60

TABLE 3.8

INTERPRETATION: This ratio shows how much debt is taken up by the company to fund its assets. If the ratio is more then it means creditor financing is more than the investor financing. This contributes to greater financial distress if earnings do not surpass the borrowing cost. Lower debt to equity ratio is preferred and will be ranked as 1. Lowest of 9.28% is achieved in year 2020.

ADVANCE/TOTAL ASSET RATIO

YEAR	%
2020	62.82
2021	61.7
2022	63.59
2023	62.00
2024	62.75

TABLE 3.9

INTERPRETATION: This ratio helps in identifying how violent a bank is, in lending, which results in improved profitability. The larger the ratio, the better the profit and is ranked 1.the highest ratio is achieved is 63.59% in the year 2022.

CURRENT RATIO

YEAR	%
2020	2.30
2021	2.03
2022	1.65
2023	1.91
2024	2.20

TABLE 3.10

INTERPRETATION It shows the liquidity position of the bank. A range between 1.5-3 is considered healthy. The bank has a more ideal ratio of 2.30% in the year 2020.

COMPARATIVE BALANCESHEET

BALANCE SHEET OF AXIS BANK (in Rs. Cr.)	MAR 24	MAR 23	MAR 22	MAR 21	MAR 20
	12 mths	12 mths	12 mths	12 mths	12 mths
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	617.31	615.37	613.95	612.75	564.34
TOTAL SHARE CAPITAL	**617.31**	**615.37**	**613.95**	**612.75**	**564.34**
Revaluation Reserve	0.00	0.00	0.00	0.00	0.00
Reserves and Surplus	149,617.69	124,377.87	114,411.51	100,990.26	84,383.51
Total Reserves and Surplus	149,617.69	124,377.87	114,411.51	100,990.26	84,383.51
TOTAL SHAREHOLDERS FUNDS	**150,235.00**	**125,416.66**	**115,174.06**	**101,603.01**	**84,947.84**
Deposits	1,068,641.39	946,945.21	821,720.91	707,306.08	640,104.94
Borrowings	196,811.75	186,300.04	185,133.86	142,873.16	147,954.13
Other Liabilities and Provisions	61,520.46	58,663.63	53,149.28	44,336.17	42,157.90
TOTAL CAPITAL AND LIABILITIES	**1,477,208.60**	**1,317,325.53**	**1,175,178.11**	**996,118.42**	**915,164.82**
ASSETS					
Cash and Balances with Reserve Bank of India	86,077.49	66,117.76	94,034.51	51,808.56	84,959.24
Balances with Banks Money at Call and Short Notice	28,376.90	40,293.05	16,952.62	9,921.26	12,309.04
Investments	331,527.25	288,814.83	275,597.20	226,119.62	156,734.32
Advances	965,068.38	845,302.84	707,695.95	623,720.19	571,424.16
Fixed Assets	5,684.58	4,733.85	4,572.35	4,245.03	4,312.90
Other Assets	60,474.00	72,063.20	76,325.48	80,303.76	85,425.16
TOTAL ASSETS	**1,477,208.60**	**1,317,325.53**	**1,175,178.11**	**996,118.42**	**915,164.82**

Figure 3.1

CHAPTER 4

SUGGESTIONS

• Debt-Equity Ratio Can Be Improved By Effectively Managing The Loan Payments And Also Restructuring Debt When The Current Market Rates Are Low Helps To Lower The Debt – Equity Ratio.

• Profitability can be attained by balancing the three major drivers – profit, growth and risk.

• Banks can increase their capital ratios by either increasing the regulatory capital or by decreasing the weighted assets.

• Bank's efficiency can be increased by streamlining workforce, improving technology integration and containing compliance costs.

CONCLUSION

The study provided a great opportunity to study about one of the leading Banks in India. It also help to understand the how much a banking sector is influencing a developing country like India.

The banking sector has shown a remarkable responsiveness to the needs of the planned economy. It has brought about a considerable progress in its efforts at deposit mobilization and has taken a number of measures in the recent past for accelerating the rat e of growth of deposits. The activities of commercial banking have growth in multi-directional ways as well as multi-dimensional manner.. In a way, commercial banks have emerged as key financial agencies for rapid economic development. By pooling the savings together, banks can make available funds to specialized institutions which finance different sectors of the economy, needing capital for various purposes, risks and durations.

The overall financial performance of Axis Bank for the period of 2020-2024 is discussed here. On the basis of the findings of the study it can be concluded that financial ratios can help institutions to determine their financial strength. It can also help present shareholders and prospective shareholders or investors to make sound decisions to hold shares, buy additional shares or to sell the shares. Addition to this, it also shows how the management are performing base on the shareholders or investors inputs. It also help to forecasting the future performance

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"MICRO ANALYSIS OF SWIGGY"

Submitted in partial fulfillment of the
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To

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Delhi

Guide: Submitted by:

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CONTENTS

Certificate

I, Mr. Shivam Singhal, Roll No. 08580001721 certify that the Project Report/Dissertation (BBA 114) entitled ***"Micro Analysis of Swiggy"*** is completed by me and it is an authentic work carried out by me at Gitarattan International Business School. The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student
Date:

Certified that the Project Report/Dissertation (BBA-312) entitled ***"Micro Analysis of Swiggy"***done by Mr. Shivam Singhal, Roll No. 08580001721, is completed under my guidance.

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Executive Summary

A micro analysis of Swiggy delves into its internal operations, performance, and market position within the food delivery industry. It examines aspects such as revenue growth, customer acquisition and retention strategies, operational efficiency, cost management, and competitive landscape. Key factors contributing to Swiggy's success include its strong brand presence, technological innovation, effective logistics network, and focus on customer experience. Challenges such as regulatory issues, competitive pressures, and operational complexities also influence its micro environment. Swiggy's ability to adapt to changing market dynamics, capitalize on emerging opportunities, and address operational challenges will shape its future growth and sustainability within the highly dynamic food delivery ecosystem.

Swiggy, a leading food delivery platform, employs a robust marketing strategy leveraging digital channels, partnerships, and innovative campaigns. Key tactics include targeted ads on social media, strategic partnerships with restaurants and brands, referral programs, and user-generated content. Swiggy's focus on convenience, variety, and reliability resonates with consumers, supported by its user-friendly app interface and seamless delivery experience. Constant innovation, data-driven insights, and customer-centric approaches reinforce Swiggy's position as a market leader in the fiercely competitive food delivery industry.

CHAPTER -1

1.1 INTRODUCTION.

In this case study, the potential of a growing market in the one of the largest economies in the world is analyzed. Grocery shopping, meal planning and cooking is now considered a chore by a good proportion of the growing Indian middle class, causing a surge in demand for services that free them of such inconveniences. Upwards of 50,000 restaurants in India provide home delivery, and are often only able to see marginal profits from their take-away sectors. This indicates a high potential in a relatively untapped market. E-commerce in India is expected to grow from US $2.9 billion in 2013 to a mammoth US $100 billion by 2020, making it the fastest growing e-commerce market in the world! E-commerce is also witnessing a spurt in online food & restaurant service companies, which is expected to reach $2.7 billion by 2019. This white paper explores drivers of the growth of such online food delivery companies in India, the current competition and how this affects the brickand-mortar restaurant business in India. Here's a look at the supply and demand drivers for online quick food services.

Demand Drivers .

Encouraging Demographics

With a population of over 1.2billion, India is undeniably one of the biggest consumer markets in the world today. Moreover, 50% of this population fall under the age of 25, and the rest before the age of 35 years; making India among the youngest population in the world too. Most of the fast food demand comes from age group 1840 years. What's more, by the year 2025 the Indian middle-class demographic is expected to touch 550 million. Young India's appetite is one of the key drivers for demand in the food and beverage industry on the whole.

Promising Income and Consumption Levels

With an increasing number of young Indians being productively employed in lucrative industries, sectors like IT services have upped the living standards and made their wallets fatter too. The World Bank reports a staggering 50% increase in per capita income since 2006 until now. Urban India sees a visible change in the social setting, which further fuels the advance of fast food restaurants in India. Higher disposable income is also a key driver for other subcategories of food products too.

Favourable Lifestyle Changes

With dual-income families, now urban India sees both parents bring home the bacon, thus changing the way people live drastically; with changes in routines, lifestyle and food habits. The demand for quick access to food and one with affordable rates is on the rise. Time crunches and an increasing need to spend quality time with 92% nuclear families reaching out for fast food or take outs to save time and energy that would otherwise go into cooking up a meal at home every day of the week.

Rising Number of Working Women

Keeping in line with the above point, there has been an astounding increase in working women. Working women end up spending most of their productive hours commuting and at work, therefore there is very less time to cook full blown meals at home, all by themselves. Working women typically spend a large amount of their disposable income on buying take outs or eating out. This is again a key demanddriver for the food and beverage industry in India.

Supply Drivers .

Expanding Variety of Cuisines

With more and more restaurants offering global cuisines, this has had a significant impact on the overall food industry. Chicken biryani, burgers, butter chicken, pizza and Hakka noodles are customers' most preferred orders. North Indian fare tops, but Chinese, Italian, south Indian and 'healthy food' are also popular. The more Indians living in urban areas are willing to experiment with new cuisines, the more will frequency of dining out increase.

Upgrading of Retail Formats

With a slew of international food brands and restaurants making themselves available at popular malls, these seem to be the ideal space to get more customers who go to malls to shop. And inversely, more customers going to food courts and restaurants at malls, shop! It is a win-win situation for all parties, indeed.

Rising of Contract Cultivation

Contract cultivation is essentially a binding agreement that guarantees farmers' purchases from giant global companies, provided they agree and supply the preferred crops to the companies. For example, McDonald's currently has over 400 farmers cultivating potatoes for them in over 2000 acres of farmland in the state of Gujarat.

Emerging of Logistics Providers

It’s not just true for the emerging e-commerce industry where couriers and deliveryhandling companies are on the rise. There are logistic providers for the food industry too, such as Radhakrishna Foodland who is a local partner, providing their logistics services to global giants in India such as McDonald's AND Pizza Hut.

Growing of Delivery - dedicated Formats

The initial investment needed for a delivery-focused format is much lower compared to starting up a restaurant or even a fast food joint. Investments include rent, designing interiors, furniture and so on. Due to such cost benefits, more operators are ready to devote their time, energy and investments in the formats dedicated to delivering food at the doorstep. There is a considerable decrease in the costs of labour, supplies and the biggest cost saving aspect is the need for quality real estate. This is the most expensive of all investments in restaurants, and with a delivery format this cost is saved.

Extension to Delivery Services in Existing Restaurants

Restaurants are now trying to maximize their business output by offering food delivery services. This way they all are able to rationalize existing fixed costs and also keep their business sustainable. Home Delivery is a very vital ingredient in this mix. It’s no wonder restaurants big and small; all are vying to get a piece of this pie! Moreover with this format, a higher number of customers can be serviced, compared to the sit-and-dine format where at peak hours, customers will be missed. The delivery format keeps customer loyalty going strong too.

New Trends in the Delivery Sector

The role of mobile apps and also web-based system of ordering food cannot be undermined at this point. With more people using smart phones, increasing literacy and access to the Internet, the fortunes waiting to be reaped from the business of home delivery are just a click away! Domino’s Pizza claims to deliver over 50,000 pizzas in a day and 15,000 of those orders are made online. Fassos is another popular food chain that doles out over 60,000 orders in a day and all from their mobile app too. Now that Dominoes and other players have tied up with the online food service site FoodPanda, these numbers are expected to double in the coming years. E-Tailing, which is having a sound presence online, is very promising for all delivery-based ‘quick service restaurants’ (QSR) compared to the revenues generated from the typical brick-and-mortar format.

Delivery-dedicated Websites

Speaking of FoodPanda (– Which is one of the biggest food service websites, picking up almost double the funding of that of Zomato, with $310 million) while global food chains and QSR like McDonald's, and Pizza Hut have their own websites from where you could order food, other businesses who want in on the food delivery business opt for websites like FoodPanda and Zomato. There are many others cropping up who have similar food delivery formats, with their own coupon and discounts system to get more customers - Just Eat and TastyKhana for instance, who have just entered the market recently. These exclusive websites earn commissions on every order and the benefit to customers is that they are able to access a number of food websites offerings at just one stop, avail discounts and exclusive offers to get maximum value out of their online or mobile app orders. Zomato is one of the most popular apps and websites that not only let customers order food from multiple restaurants, but have a rating system and an exclusive phone number using which customers could make reservations at the restaurants. Their advantage is the access to call records, using which they continually streamline their processes. It’s no wonder they have now picked up a funding of more than $163 million for business development. An interesting point to be noted here is that FoodPanda plans to extend their services and tie up with restaurants that cannot do home-delivery. There will be logistics-related investments done by FoodPanda to simply expand their reach and get a larger bite of the home delivery market. Regardless of who gets the better funding, it is the ‘total recall’ of websites that would ultimately take the biggest share of the pie. Even before Zomato or FoodPanda had made an impression on the smart Indians, there was Burrrrp!, which is now non-existent and so are other similar websites which mushroomed at one point, but could not stay true to their value proposition. We have addressed various online food services that deliver ready meals at homes & workplaces. There is another service based on the food delivery model - the online grocery market. Some of the leading names in this category include PepperTap, which recently got some extravagant funding from Snapdeal and BigBasket. Other services like TapTapMeals exist, which is delivery of “home-cooked” meals other than the usual global QSR menu.

Impact of Online Food Services on Restaurant Business in India .

The format of home delivery or the takeaways have gained a lot more customers in locations such as malls, offices and big-party orders for residential complexes. People missing breakfast on the way to work, order-in. People who desire a better choice of corporate lunch or party, order in too. Everyone seems to be in awe of the online food order and delivery option for the convenience and immediate source of food at home. Besides, the convenience of ordering groceries from your mobile app or web browser has certainly taken away some market share from the trusted ‘kirana’ or the mom-npop stores. India is the 6th largest grocery market in the world, but the organized sector as run by some of the online businesses mentioned above makes up only for 58% market share of the grocery business. The vast majority is still owned by these local markets and the mom-n-pop stores. This has some obvious impacts on the brick-and-mortar formats of in-dining restaurants as more people prefer to have restaurant-style cuisines right in the privacy of their homes or workplaces, but the impact is not so much as it may appear to be. The fast food business in India is only about 2 decades old, and remains largely unorganized. Given the rate at which the organized sector is rapidly growing, it is only a matter of time and a much larger chunk of global investments before a really big impact is made on ongoing restaurant businesses that may not have a delivery-focused format of their own.

1.2 LITERATURE REVIEW .

According to **Sheryl E. Kimes (2011)**, his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the services.

According to **Serhat Murat Alagoz & Haluk Hekimoglu (2012),** e-commerce is rapidly growing worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e-retailers and various external influences.

According to **Varsha Chavan, et al, (2015),** the use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

According to **H.S. Sethu & Bhavya Saini (2016),** their aim was to investigate the students perception, behavior and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services.

According to **Leong Wai Hong (2016),** the technological advancement in many industries have changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurants business grow from time to time and will help the restaurants to facilitate major business online.
According to **Hong Lan, et al, (2016),** online food delivery market is immature yet; there are some obvious problems that can be seen from consumers" negative comments. In order to solve these problems, we can neither rely merely on the selfdiscipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and a good online take away environment can be created.

1.3 OBJECTIVES OF THE STUDY .

- To understand consumer preference towards food delivery chain.
- To study how online food delivery services are perceived by the consumers.
- To analyse what are the various factors that influences the consumers to choose online food delivery services.
- To analyse the most preferred online food delivery service portal by consumers
- To know what are the factors that hinders consumers to use online food delivery services.
- To understand the factors that restrains the company to grow.

1.4 SCOPE OF THE STUDY

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The study is basically conducted to know how consumers perceive the online food delivery services. The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the "Online Food Delivery Service Market". We will know about the consumer perception regarding the services they provide in Pune area and will get to know the variables affecting their perception. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers.

1.5 LIMITATIONS

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- The study was restricted to consumers who prefer using Online Food Delivery Services.
- The study was confined within specific regions of Kolkata city only.
- The sample size was limited so the results obtained from the study may not be generalized for the whole population.
- The time period of the study was not sufficient to measure the consumers' response effectively and reach to a more valid conclusion.
- Many of the respondents may not have given the correct information due to personal bias.

1.6 RESEARCH METHODOLOGY .

This research design consists of both qualitative and quantitative research. Qualitative research consists of proper measurements of those personality traits which can't be quantified, as well as it includes quantitative research which entails concrete data, facts and diagrammatic representation of the proper numeric data. The research design consists of both exploratory and descriptive research.

Exploratory research means when the problem is unknown and defining the problem requires proper questionnaires and can be implemented in understanding consumer perceptions.

In descriptive research it consists of known problems and defining the problems requires mainly secondary data and describing the behavior of a subject without influencing it in any way.

Sampling design

Sampling procedure consist of both probability sampling and non-probability sampling. In probability sampling simple random sampling and stratified sampling have been incorporated. In non-probability sampling only snowball sampling procedure has been incorporated.

Questionnaire design :
Our research consist of 2 kind of questionnaires Open-ended
and Close-ended.
1. Marketers perfect competitive module of the system.

Sample size = 70

This project uses statistical tools like 5 point likert scale along with nominal, ordinary and interval scale.

CHAPTER 2:
CONCEPTUAL FRAMEWORK

2.1 COMPANY PROFILE

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Swiggy commenced operations in 2014 in Bengaluru, India’s start-up hub. As one of the late entrants, the company faced tough competition in a no-holds barred battle for a share of the Food Tech market in 2016.Several players like TinyOwl, Dazo, Zupermeal and Spoojoy failed for reasons such as lack of funding, untimely launch of a product or service, lack of specialization and aggressive competition. On the other hand, Swiggy clocked over 450.1 percent revenue growth in FY 2017.

Swiggy offers a integrated ordering solution by deploying multiple proprietary apps, including a vendor management app provided to restaurant partners, and a delivery app powered with routing algorithms, provided to driver partners. When a consumer places an order with Swiggy through the iOS or Android apps or website, the order is immediately transmitted to the merchant and the right driver, based on availability and distance from the restaurant, is attached to the delivery.

The merchant confirms receipt of the order and starts preparing the food, while the driver reaches just in time at the restaurant to collect the prepared food and deliver to the customer. In-app navigation facilitates hassle-free delivery. Swiggy's goal is to revolutionize the food delivery market in India by providing a cheap, fast and efficient alternative to taxing the already short-staffed restaurateurs. There are several existing and even more upcoming food-ordering platforms in the country, However, Swiggy sets itself apart from the competitors by having their own delivery fleet, thereby minimising the risks in delivering an order.

Swiggy currently has 650 delivery executives from diverse backgrounds - college students working as part-time and full-time employees. It is in the process of hiring over 12,000 delivery executives by the end of this year. According to Jaimini, cofounder and now the technological backbone of Swiggy, the start-up's delivery fleet is powered by algorithm-enabled smartphones that are constantly enforcing more efficient ways to complete deliveries. The technology is developed entirely in-house and adapts to the changing requirements based on geography, logistics etc. Swiggy was founded in August, 2014 by **Nandan Reddy, Sriharsha Majety & Rahul Jaimini.**

Ordering food online & providing delivery solutions at your doorstep from the best restaurants in your neighborhood. Accepts online payments for all orders with no minimum order policy.

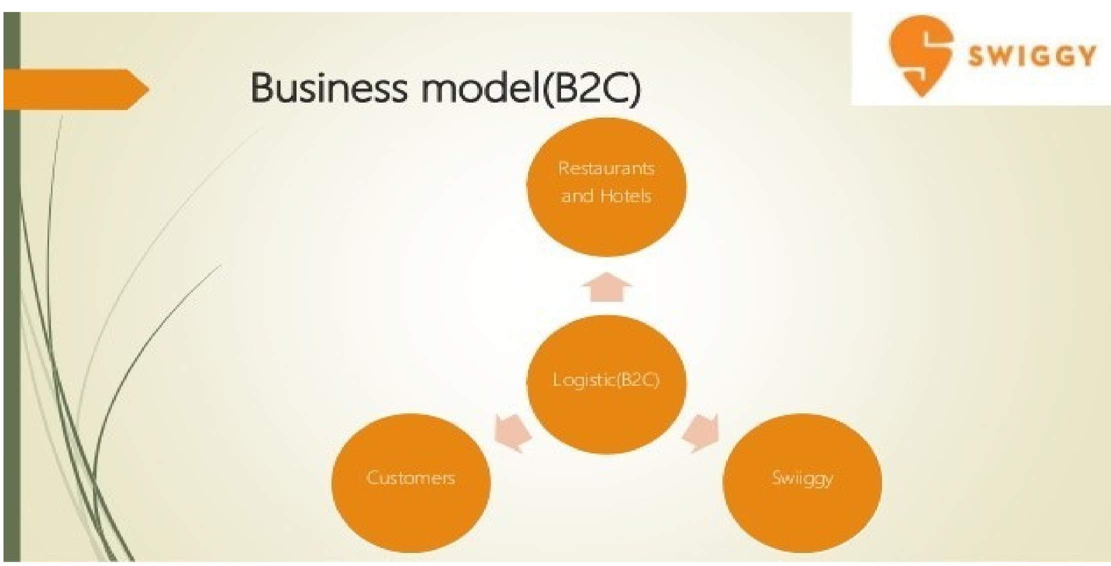
Further bolstering its expansion strategy, Swiggy is contemplating a foray into the hyper local market. This has helped the company to make use of its delivery fleet optimally during the lean time of the day (predominantly afternoon time). Globally, food delivery players are diversifying into related businesses to best utilize their fleet. In summary, Swiggy appears to be hitting all the right notes with a plethora of upcoming services, strengthened senior management and value-added technological solutions.

SWIGGY'S BUSINESS MODEL

Swiggy has two major revenue streams:

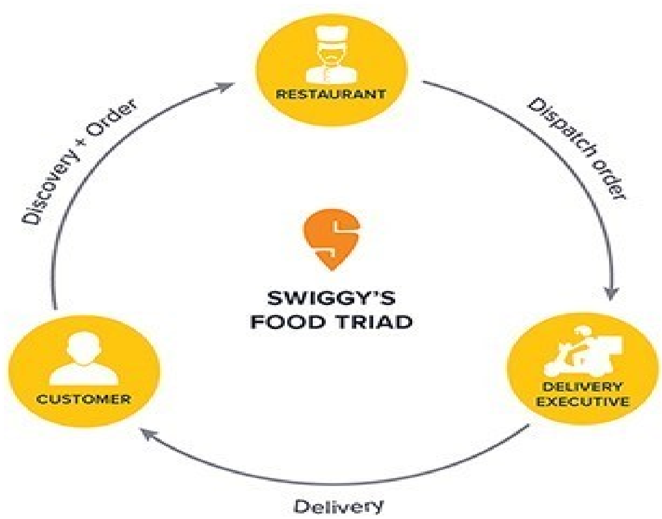
- The major part of Swiggy's revenue fromcommission it collects from restaurants for lead generation and for serving as a delivery partner.

- Swiggy also charges a nominal delivery fee from customers on orders below a threshold value which 200 rupees for most cities.



HOW DOES SWIGGY'S FOOD DELIVERY SYSTEM WORKS?

As soon as you have placed your order, the wheels are set into motion. The swiggy restaurant partner app receives instant notification about the order. After your order, In the meanwhile, the restaurant checks if theycan prepare your order. In case they're running low on a secret sauce or have completely sold out a popular dish you ordered, they inform the Swiggy team, who in turn gets in touch with you to select another dish. So,now wondering where your order is? You have got so many ways to find out. Your order's being trackedevery second and is visible to you on the Swiggy app. After adding the finishing touches, the restaurant packs your order and hands it over to the assigned Hunger Saviour. The Hunger Saviour is now given directions so he can navigate to your destination to deliver your order. The food has left the building! Fromthe point where you select your order till it's in your hands. They track your order at everystep and overcome all the hurdles along the way.



2.2 MARKETING MIX OF SWIGGY .

Product in the Marketing Mix of Swiggy

Swiggy is one of the popular delivery companies that supplies ordered food and beverage items to its customers. It has created a single window and included a wide range of food parlours and restaurants under its umbrella. A customer now can make a choice from visual menus of restaurants in neighborhood and order online.

Ordering food and getting swift delivery has become a hassle-free option from customerviewpoint because of Swiggy. The company has estimated seven hundred an d fifty restaurants on its platform andreceives nearly seventy thousand orders on monthly basis. Swiggy is not accountable for the quality of food as it only delivers from one hand to another. In the case of complaints, it usually takes up to the restaurant in question. The company encouragespromotions and ratings of restaurants for online delivery. Swiggy has launched an On-Time-Delivery service titled Swiggy Select that guarantees cashback if the order does not reach a customer in stipulated time-frame.

- Swiggy is one of the most popular delivery company that supplies ordered food and beverage items.
- A customer can go to the Swiggy Website or App, make a choice from online menus of restaurants in his or her neighborhood, and orders online and, if all goes well, get a swift delivery.
- Payment can be done online or on delivery.

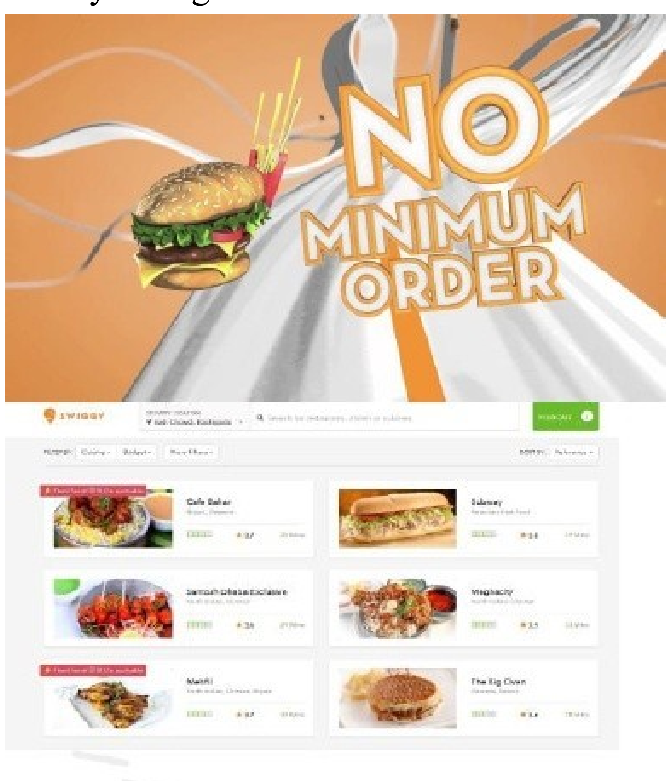
Place in the Marketing Mix of Swiggy

- Swiggy has spread its presence to few cities in India like Bengaluru, Gurgaon, Pune, Chennai, Delhi, Hyderabad, Kolkata and Mumbai.
- It has its headquarters base at Bengaluru in Karnataka and has established its corporate offices at Hyderabad in Telangana and Gurgaon in Haryana.
- It is a popular app that takes order for food delivery from listed restaurants on its portal.
- Swiggy has set up a strong and widespread distribution network to offer prompt and best results.
- It has an exclusive fleet of personnel that includes services of nearly eight hundred delivery people working on-field.
- They are involved in picking up orders from selected restaurant and delivering it to customers. Delivery boys are equipped with Swiggy App and smartphones that make tracking of a delivery throughout routing algorithms easy.

Price in the Marketing Mix of Swiggy

Swiggy has an extensive workforce and this flexibility prompts it to allow its customer a policy of no minimum order. This has increased itscustomer base to a great deal. Swiggy was able to raise 2 million dollars in Series A funding from Accel Partners and SAIF Partners. During Series B it raised 16.5 million dollars funding from an undisclosed investment firm and Norwest Venture Partners. Swiggy has tieups with restaurants that offer a minimum of 15% to 25% commission and this has helped it in increasing its distributive channel and garnering better revenues. It also charges a minimum delivery fee from its customer irrespective of a small or high amount order.

- Its success depends on keeping delivery prices extremely low.
- In Bangalore, for example Swiggy gives free delivery for any order over Rs 250 and a delivery fee of Rs 35 for orders below 250.
- It generates its revenue by taking a cut from the restaurants itself.



Promotion in the Marketing Mix of Swiggy

Swiggy realizes the importance of a good marketing strategy and has adopted several plans to create further brand awareness. It relies heavily on mouth publicity and satisfied customers are its greatest advertising tools as they recommend the brand to friends and family. Swiggy has adopted online marketing strategy and has taken help of social media platforms like Twitter, Facebook, Instagram, YouTube and Pinterest via innovative and interesting ad campaigns like #SingWithSwiggy and #DiiwaliGharAayi. Its Facebook page is very popular and active as it offers regular updates and encourages active participation. Swiggy has launched innovative videos that have become very popular amongst masses like Swiggy Goes International. The company runs contests to encourage direct participation by customers through #SwiggyTuesdays and offers to munch bag and coupons as rewards. Ahead of its launch in Mumbai city, it partnered with popular Dabbawallas of Mumbai to get a better grasp of the situation and later used it as a promotional strategy to gain brand exposure.

2.3

AN AL YS IS

Strengths in Swot Analysis of Swiggy

- **Fast Delivery:** Swiggy is always known for its fast delivery. It has always taken care of their customers by delivering their order in time.
- **Sensible Complete Image:** When we think of ordering food the first name which clicks is Swiggy. It has developed a clean and crystal image among people.
- **Trained folks for creating a delivery:** Swiggy has well trained their team to deliver as fast as possible in the market.
- **Wide selection of eating places offered:** The main USP of Swiggy is that they provide eating options from various places and wide ranges.
- **Free delivery:** Swiggy takes care from ordering, till delivering of the food with no charges.
- **Neat Packaging:** Swiggy delivers the food with neat and hygienic packaging.

Weakness In Swot Analysis of Swiggy

- Orders solely on the market from the restaurants that are within the zone of the order placed. : Swiggy is targeting on the zonal restaurants. As their competitors are increasing they need to expand their restaurant.
- Low Awareness of brand name: Swiggy needs to re work on theirbranding. They need to create some more marketing strategies to be in market.

Opportunities in Swot Analysis of Swiggy

- Pioneer in Food Delivery Business: Swiggy was the first Platform to introduce this concept in the Market. They have shown a new way to Home – Delivery with minimal charges.
- Growing marketplace for Potential Customers. They have shown People to rise and grow in the market.
- Increase in Market Share : A little re-branding can re grow them in the Market.
- Value Effective and sensible Quality Food.: They need to increase their Zonal Restaurant Base to compete in Market.
- Give higher Service: Delivery should be more quick and no charges.

Threats in Swot Analysis of Swiggy

- Increasing Health consciousness.
- Increasing potential competitors.
- Negligence of potential competitors.

2.4 SEGMENTATION, TARGETING & POSITIONING OF SWIGGY

SEGMENTATION

Segmentation of swiggy is done based on the attributes below :

 Demographic Segmentation
- ➢ Age
- ➢ Lifestyle
- ➢ Gender
- ➢ Culture Behavioral segmentation ➢ Loyalty Status.

TARGETING

Target group is made of go- getters with a zeal for life. While they may not have the time to plan their meals. They still want the best and choicest food options delivered at the touch of a button. The targeting groups are

- 20—30 years old
- College students
- Working professionals
- E-Commerce Savvy
- People who are living away from their hometown

POSITIONING

The positioning is explained by Points of Differences and Point of Parity of Swiggy compared to its competitors-

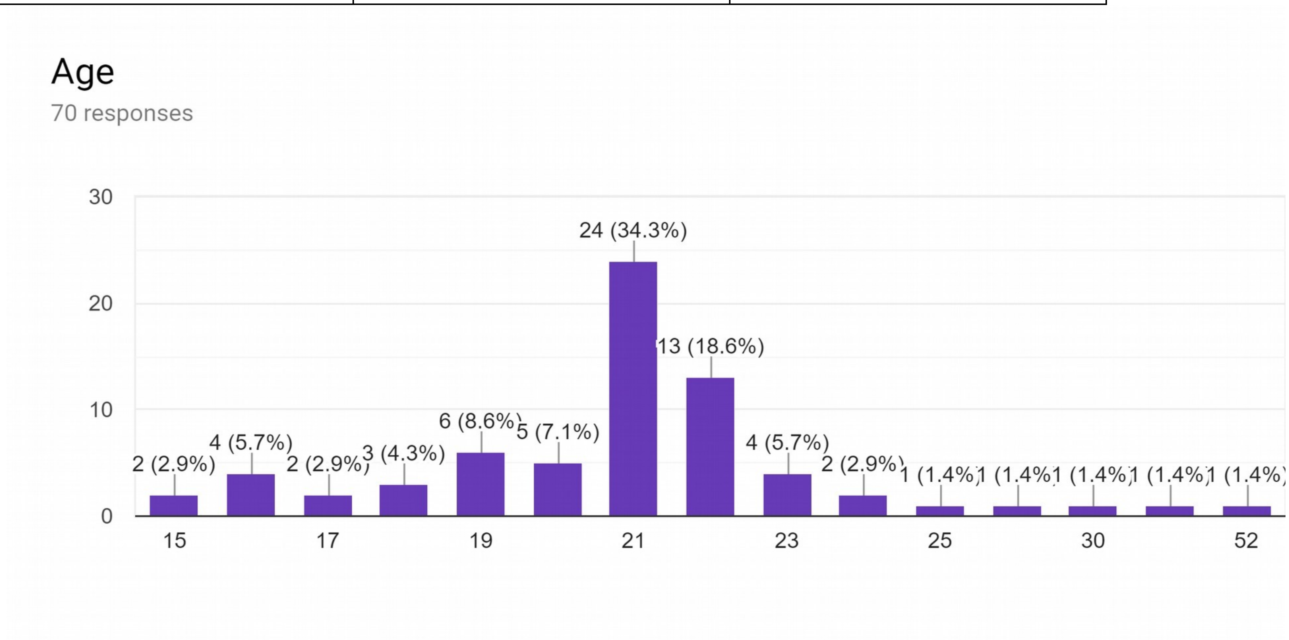
- Points of Differences
  - ➢ Quicker delivery time
  - ➢ Different business model
  - ➢ Private fleet
  - ➢ COD Available

- Points of Parity
  - ➢ Similar Service
  - ➢ Similar restaurant Listings
  - ➢ Unstable market base
  - ➢ branding techniques

CHAPTER 3:
DATA ANALYSIS AND INTERPRETATION

Q: Age of the Respondents.

Answers	Response	Percentage
Below 18	8	11.5%
18 – 30	60	85.7%
31 – 50	1	1.4%
Above 50	1	1.4%

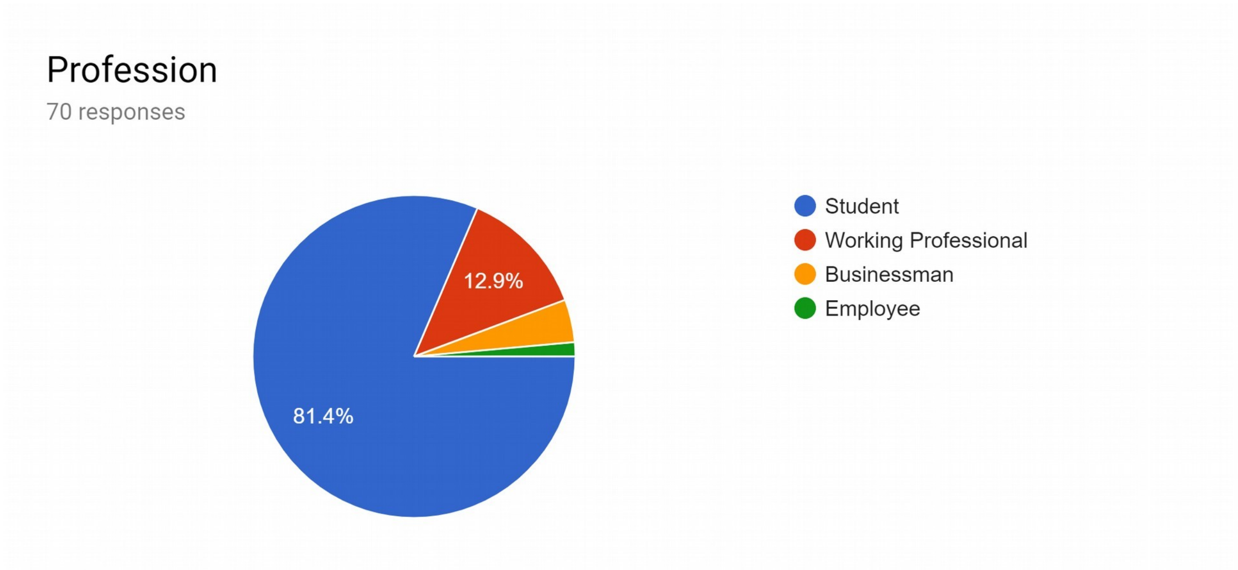


INTERPRETATION

- From the above graph it can be inferred that majority of the respondents belong to the age group of 18-30. As preferred by all the delivery apps they target this age group mostly. Rest belong to the under 18 and above 30 age groups.

Q) Profession of the Respondents

Answers	Response	Percentage
Student	57	81.4%
Working Professional	9	12.9%
Businessman	3	4.3%
Employee	1	1.4%



INTERPRETATION

- From the above table we can infer that majority of the respondents are students. The percentage is nearly 82%.
- The others are working professionals who prefer using the online delivery apps.

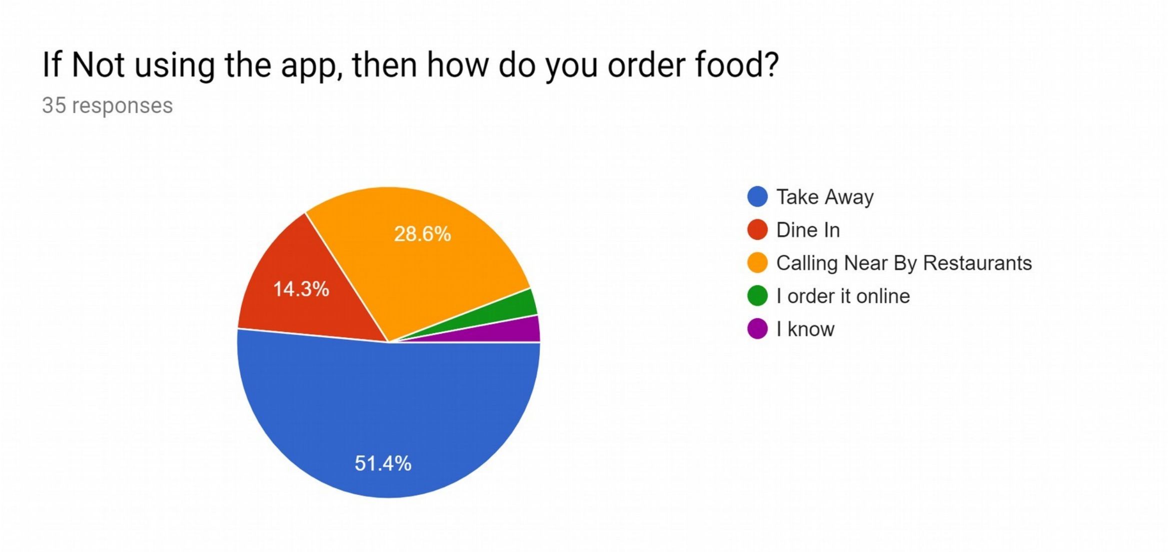
Q)

Answers	Responses	Percentage
Yes	70	100%
No	0	0%
Maybe	0	0%

INTERPRETATION

- The graph above shows that all the respondents know about any one of the online food delivery app as it shows a 100% response to the yes category.

Q)

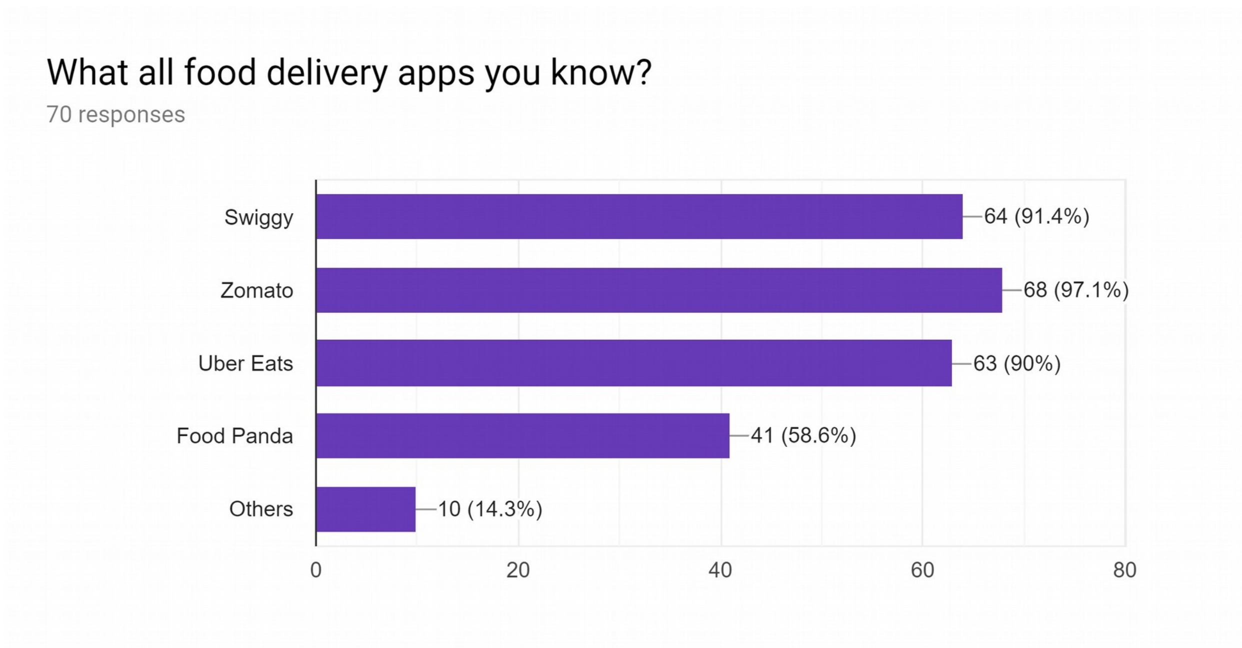


Answers	Response	Percentage
Take away	18	51.4%
Dine In	5	14.3%
Calling Nearby Restaurants	10	28.6%
Others	2	5.8%

INTERPRETATION

- The table above shows that about 50% of the respondents don’t go out to take away or dine in or use any other means when they don’t use any apps.
- Only 35 of the total respondents have responded to this question which certainly implies the rest only order their food through online apps else not.

Q)

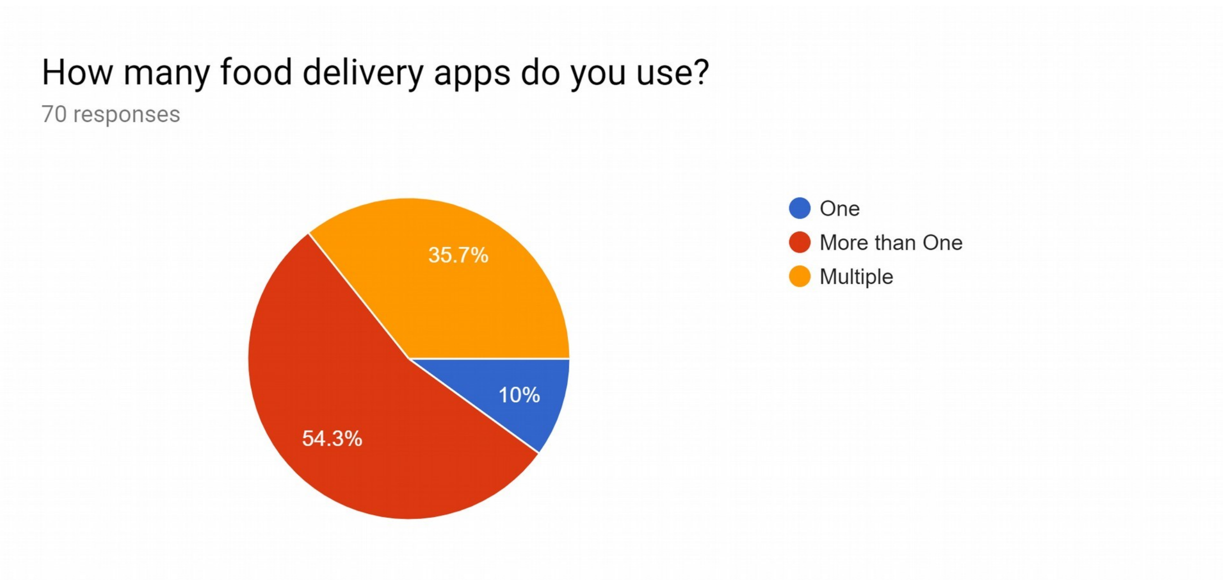


Answers	Response	Percentage
Swiggy	64	91.4%
Zomato	68	97.1%
Uber Eats	63	90%
Food Panda	41	58.6%
Others	10	14.3

INTERPRETATION

- The above graph shows that 91.4% of the respondents know about the Swiggy app.
- Approx. 97% know about the Zomato app.
- 90% of the respondents know about Uber Eats app.
- 58.6% of the respondents know about the Foodpanda app.
- Rest 14.3% knows about all the other apps which delivers food.
- From the above we can infer that about 70% know about all the food delivery apps.

Q)



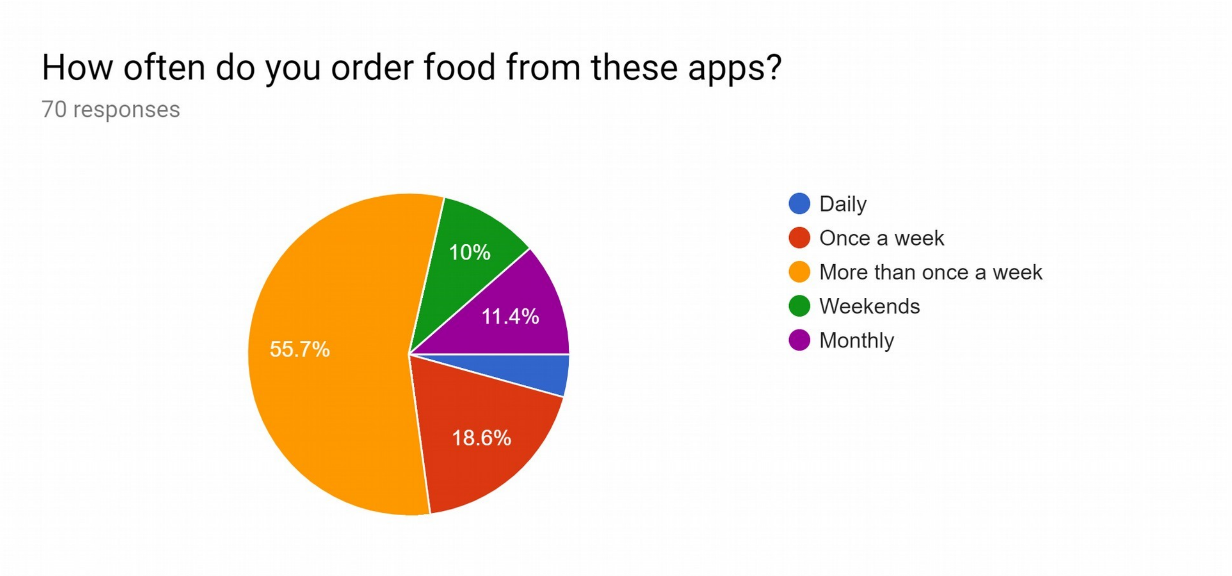
Answers	Responses	Percentage
One	7	10%
More than one	38	54.3%
Multiple	25	35.7%

INTERPRETATION

- From the above pie chart we can see that around 54.3% of the respondents use more than one app to order food which implies they basically compare and order.
- For about 35.7% use multiple apps to order. It may so happen that as many as 25 of the respondents use all the apps mentioned above.

Q)

Q)

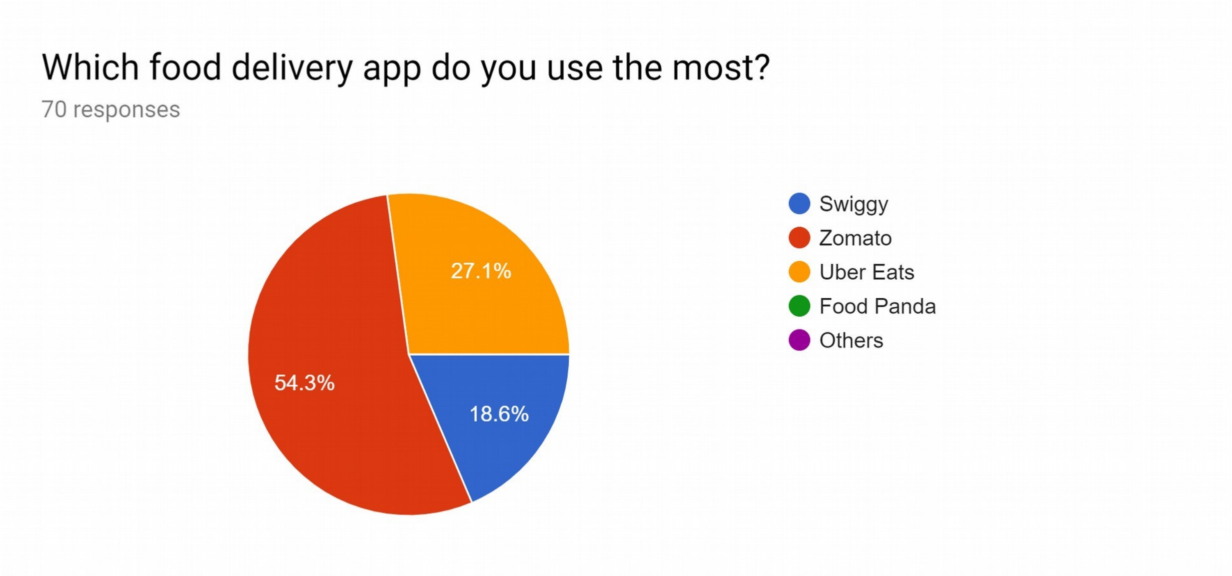


Answers	Response	Percentage
Daily	3	4.3%
Once a week	13	18.6%
More than once a week	39	55.7%
Weekend	7	10%
Monthly	8	11.4%

INTERPRETATION

- From the above data we can infer that majority of the respondents are frequent users of the food delivering system. As many as 55.7% order their food more than once in a week.
- Daily users are merely 5%
- Respondents who order on weekends are 10%
- There are about 11.4% users who order occasionally like in a month or two.

Q)

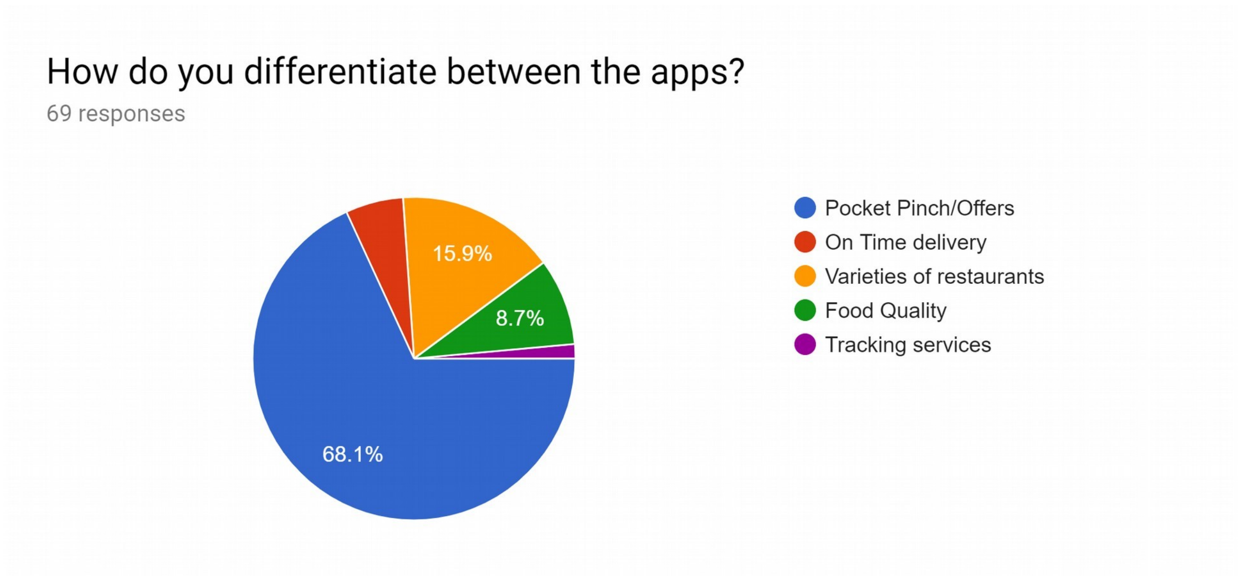


Answers	Response	Percentage
Swiggy	13	18.6%
Zomato	38	54.3%
Uber Eats	19	27.1%
Food Panda	0	0%
Others	0	0%

INTERPRETATION

- The above chart shows maximum respondents use the Zomato app to order their food as the percentage is 54.3%.
- Uber Eats garners as much as 27% in its favour.
- Swiggy is preferred by 18.6% of the total users.
- Food Panda and others have no users as per the study.

Q)



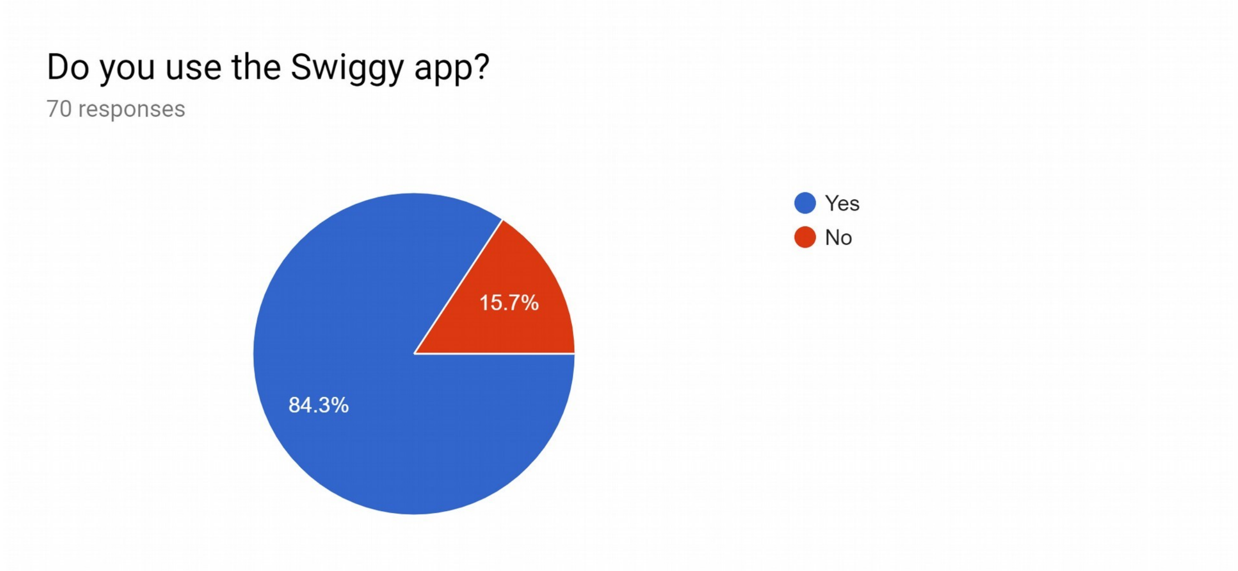
Answers	Response	Percentage
Pocket Pinch	47	68.1%
On time delivery	4	5.8%
Varieties of restaurant	11	15.9%
Food Quality	6	8.7%
Tracking Services	1	1.4%

INTERPRETATION

- As much as 68% of the respondents differentiate the apps on the basis of offers provided by the various apps. This implies that most of the users are price sensitive in nature.
- 15.9% of the users differentiate on the basis of varieties of cuisines provided by the apps.
- 8.7% users check the food quality and then have their own preference of the apps.
- Others expect fast delivery so as many as 5.8% differentiate on that rest 1.4% want the best tracking services when it comes to ordering food.

INTERPRETATION

Q)



Answers	Responses	Percentage
Yes	59	84.3%
No	11	15.7%

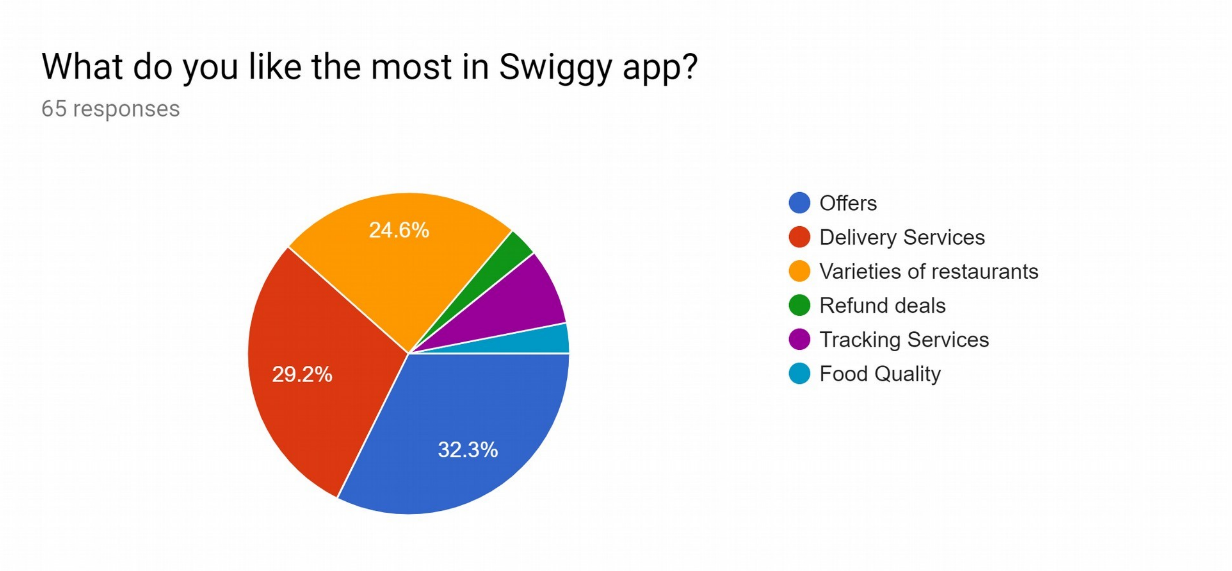
- This question was asked again to know what percentage of respondents actually uses the Swiggy app to be more specific.
- About 84.3% of the respondents use the Swiggy app.

Answers	**Response**	**Percentage**
Offers	21	32.3%
Delivery Services	19	29.2%
Varieties of Restaurants	16	24.6%
Refund Deals	2	3.1%
Tracking Services	5	7.7%
Food Quality	2	3.1%

INTERPRETATION

- The Swiggy users like the offers they provide as 32.3% have mentioned this.

Q)



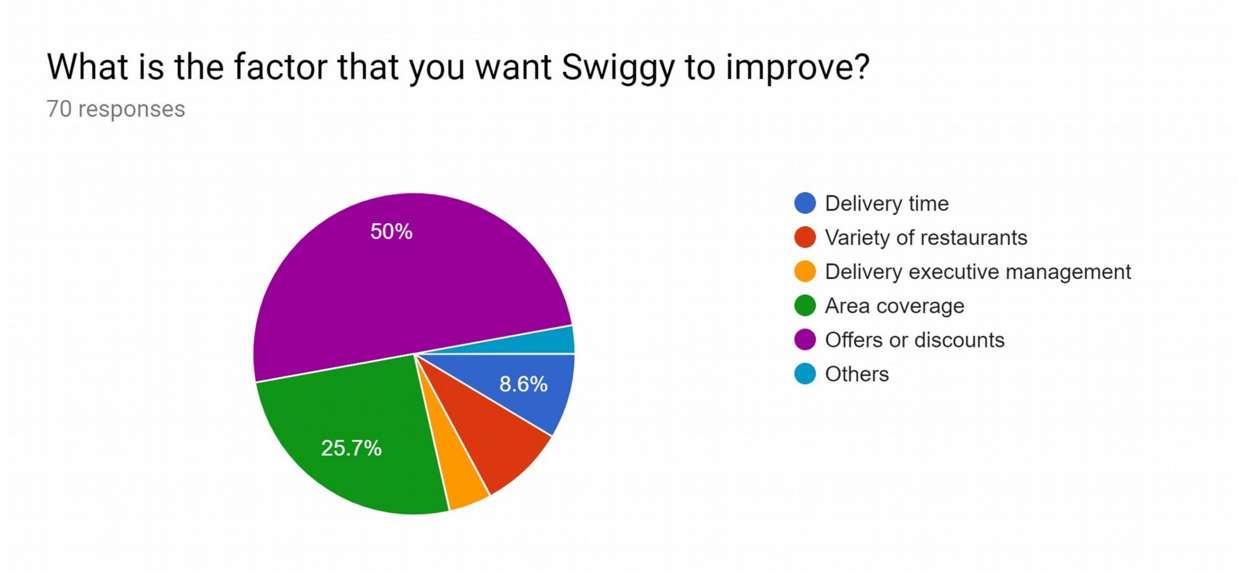
- 29.2% like their delivery services.
- 24.6% like the varieties of restaurants they have on their list.
- 7.7% like the tracking services they provide.
- 3.1% like the food quality and refund deals respectively.

Answers	Response	Percentage
Delivery Time	6	8.6%
Variety of Restaurants	6	8.6%
DEM	3	4.3%
Area Coverage	18	25.7%
Offer & Discounts	35	50%
Others	2	2.9%

INTERPRETATION

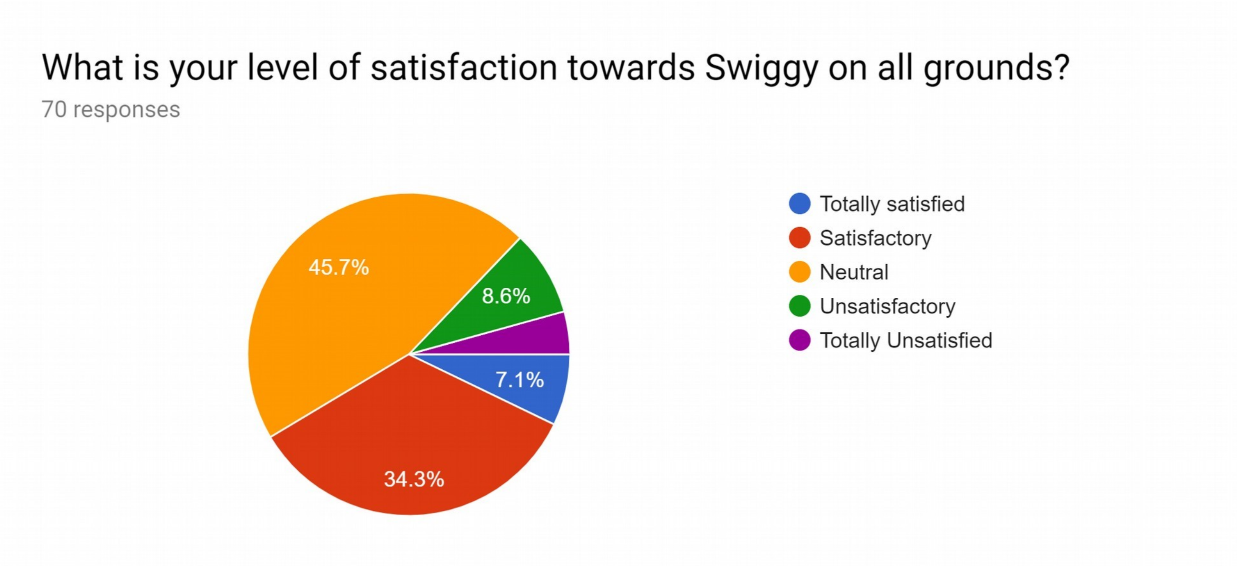
- On asking what they want to improve in the services of swiggy, as many as 50% of the respondents want swiggy to improve their offers to garner more and more orders.

Q)



- 25.7% of the users want to swiggy to improve its area coverage so that they can enjoy hassle free privileges.
- 8.6% of the users want swiggy to improve their delivery timing as well as the wide range of restaurants they have.
- 4.3% wants better delivery executive management to be done.
- 2.9% have listed others factors to improve such as more awareness.

Q)



Answers	Response	Percentage
Totally Satisfied	5	7.1%
Satisfactory	24	34.3%
Neutral	32	45.7%
Unsatisfactory	6	8.6%
Totally Unsatisfied	3	4.3%

INTERPRETATION

- 34.3% of the respondents are satisfied with the services of Swiggy on all grounds.
- 45.7% are neutral about their level of satisfaction towards swiggy.
- 8.6% are unsatisfied with the services of Swiggy.
- 7.1% are totally satisfied.
- 4.3% are totally unsatisfied with the services of Swiggy.

Q)

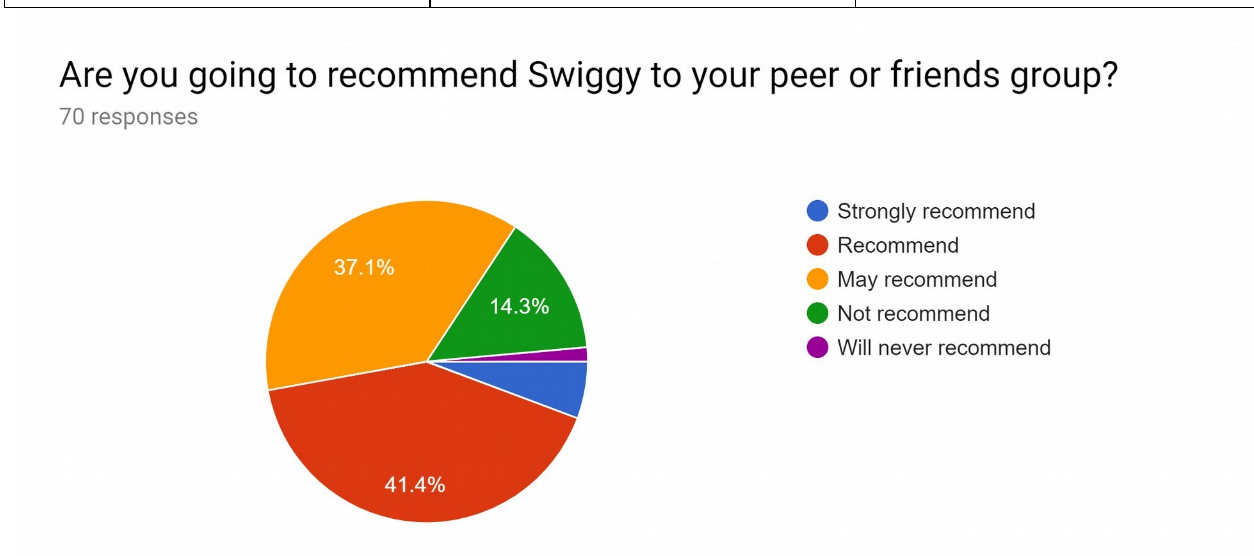
Answers	Response	Percentage
Strongly recommend	4	5.7%
Recommend	29	41.4%
May recommend	26	37.1%
Not recommend	10	14.3%

INTERPRETATION

- About 41.4% of the respondents say that they will recommend Swiggy to other people or their peers or friends.

Q)

Will never recommend	1	1.4%



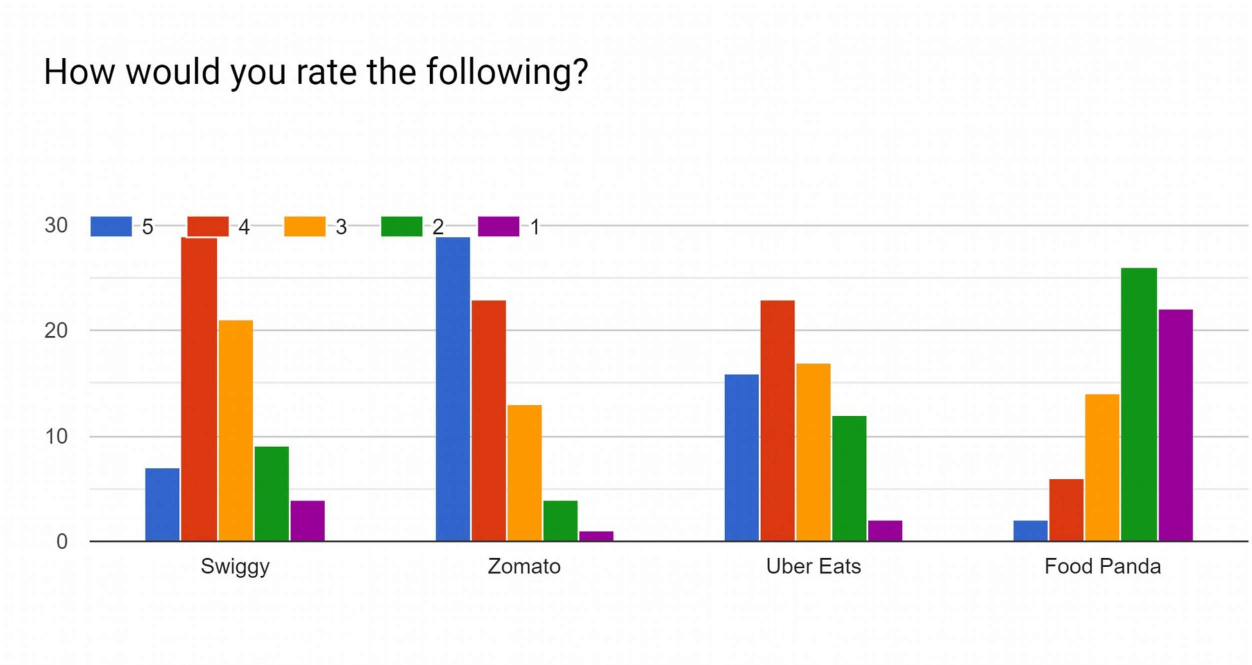
- 37.1% say they may or may not recommend others to use the Swiggy app.
- About 14.3% says won't recommend Swiggy to anyone owing to their own reasons.
- 5.7% says they will strongly recommend it to others.

Q)

- 1.4% says they will never recommend it to anyone.

	Swiggy	Zomato	Uber Eats	Food panda
5	7	29	16	2
4	29	23	23	6
3	21	13	17	14
2	9	4	12	26
1	4	1	2	22

Q)


How would you rate the following?
5
4
3
2
1
30
20
10
0
Swiggy
Zomato
Uber Eats
Food Panda

CHAPTER 4:
FINDINGS & RECOMMENDATION

4.1 FINDINGS

- The research work done tends to reveal that nowadays in this fast moving world consumers don't have time to take out especially for eating purpose and their comes the need to order at a relative cost and which comes in handy. Thus this sector has seen a lot of growth in recent times.
- The research work reveals that the consumers mostly prefer the Zomato app to order food as it is much cheaper, provides fast delivery, a hassle free communication and many more over the others.
- The consumers perceive this online food delivering system as an easy tool on their fingertips as they can order anything they wish to at any time at relevant costs. They are saving on time and money by using these apps to order what they want to eat.
- The research analyses the factors which impels consumer to choose the online food delivering system such as – having food on the go; easy ordering process; saving time on going to the restaurants to have food; having your favourite food at your doorstep, and many more. Various factors have been discussed above.
- Factors which govern the buying behavior of a consumer are prolonged delivery timing; pricing of the products; packaging of the food, and various others.
- The research work reveals the factors that may be an obstacle in the growth of a food delivery app like the competitors giving a pricing strategy which could destroy the market, instable market conditions, inability of the delivery executive to deliver the food on time, improper management, varieties of restaurants not available, not being able to cover more and more area and various others.

4.2 RECOMMENDATIONS .

- The researcher would like to recommend the following:

  - As per the study the respondents want the swiggy app to improve their sales promotional strategies in order to have a greater market share and a competitive advantage over its competitors.

  - Sales promotion techniques would include huge discounts, cashbacks, refund deals, contests, scratch cards, coupons etc.

  - The researcher would also like to recommend the swiggy app to expand its area coverage as this may also be a prime reason as to why people don't get their orders on time or they simply can't order because their area doesn't come under coverage.

  - Swiggy being the oldest in the industry should strive to serve its consumers to the fullest of their satisfaction as it has the trust of its loyal consumers.

4.3 CONCLUSION .

The changing urban lifestyle of the average Indian is dramatic enough to be favourable for the food-on-the–go and quick home delivery models to grow at higher rates. The ever-increasing population crowded metro cities and longer travel times are drivers for the convenient, ready-to eat and cheaper options of having food and groceries delivered at your doorstep. Companies that are aware of the huge potential for growth may venture straight in, but only the fittest will survive. Businesses who keep their value proposition and their brand active in consumer's minds, will take the biggest share of the Indian online food service pie.

Over these years, Swiggy has grown as a brand. It has given a tough competition to other counterparts due to its online presence. Swiggy has been way active on YouTube and the digital marketing team has utilized the platform brilliantly by showcasing the 7-second video to its viewers. However, certain digital marketing strategies suggested to boost the brand's overall marketing performance.

This paper outlines the business models of the top four food aggregator services in India as a case study analyzing the initial phases of startups in a growing market. These aggregator services run into an initial loss due to focus on customer acquisition, growth and changing the ecosystem of the market. However, with heavy support from VC's and investors, these startups can suspend focus on profit building. With a funding freeze in India, it is important for the business model to be sustainable to receive more rounds of funding. This requires optimization of the entire process, which involves decreasing cash burn and increasing the economic outlook of sales. Four distinct models: Swiggy, Zomato Delivery, FoodPanda, and Uber Eats are compared in the study to determine correlations between success of the growth model and how the company operates. A combined result of a SWOT analysis along with a comparative analysis of models found that there are a few bottlenecks to early food aggregator services.

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ANNEXURE .

NAME –

AGE –

Q) Profession of the respondents

- ○ Student ○ Working professional ○ Businessman
- ○ Employee

Q) Do you know about any food delivery app?

- ○ Yes
- ○ No
- ○ Maybe

Q) If not using the app, how do you order food?

- ○ Take away
- ○ Dine In
- ○ Calling in Nearby restaurants ○ Others

Q) What all food delivery apps do you know?

- ▪ Swiggy
- ▪ Zomato
- ▪ Uber Eats
- ▪ Food Panda
- ▪ Others

Q) How many food delivery apps do you use?

- ○ One
- ○ More than one

○ Multiple

Q) How often do you order from these apps? ○ Daily ○ Once a week ○ More than once a week ○ Weekends ○ Monthly

Q) Which food delivery app do you use the most?

○ Swiggy ○ Zomato ○ Uber Eats ○ Food Panda ○ Others

Q) How do you differentiate between the apps?

○ Pocket pinch/Offers ○ On time delivery ○ Varieties of restaurants ○ Food Quality ○ Tracking services

Q) Do you use the Swiggy app?

○ Yes ○ No

Q) What do you like the most in Swiggy app?

○ Offers ○ Delivery services ○ Varieties of restaurants ○ Refund deals ○ Tracking services

○ Food Quality

Q) What is the factor that you want Swiggy to improve?

○ Delivery time ○ Variety of restaurants ○ Delivery executive management

○ Area coverage ○ Offers or discount ○ Others

Q) What is your level of satisfaction towards Swiggy on all grounds?

○ Totally satisfied ○ Satisfactory ○ Neutral ○ Unsatisfactory ○ Totally Unsatisfied

Q) Are you going to recommend Swiggy to your peer or friends group?

○ Strongly recommend ○ Recommend ○ May recommend ○ Not recommend ○ Will never recommend