



Strategic Challenges and Future Pathways for Malkist in Raipur

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Abstract

This research examines the strategic challenges and growth opportunities for Malkist biscuits, a product of Mayora India, in Raipur, India's dynamic FMCG sector. With established players like Britannia and Parle dominating the market, Malkist faces significant hurdles, including limited brand recognition, weak distribution networks, and low consumer engagement. Raipur's evolving consumer preferences and market trends, such as a shift towards affordable and ready-to-eat snacks, present both challenges and opportunities for the brand.

The study adopts a mixed-methods approach, integrating quantitative surveys of 200 retailers and consumers with qualitative analyses of market trends and competitor strategies. Tools such as SWOT and PESTEL analyses are employed to explore Malkist's internal strengths and weaknesses alongside external opportunities and threats. Key findings highlight the brand's low market penetration, limited availability in retail outlets, and the need for targeted marketing to capture consumer interest.

Strategic recommendations include strengthening distribution channels to enhance product availability, launching innovative and cost-effective product variants, and implementing targeted promotional campaigns to increase brand visibility and consumer loyalty. Special attention is given to leveraging Raipur's growing middle-class population and their increasing inclination toward branded snack options.

The study's insights are significant for both academic understanding and practical application, shedding light on the dynamics of mid-tier Indian FMCG markets. By addressing identified gaps and leveraging emerging trends, Malkist can overcome existing challenges, enhance its market position, and achieve sustainable growth in Raipur's competitive FMCG landscape.

I. Introduction

As we know that in the present world the Fast-Moving Consumer Goods (FMCG) sector is very competitive and rapidly changing in the long continuously updating its trend prefers, market

factors and competitors' pressures. The Indian FMCG sector is currently the fourth biggest industry in India, it holds the strategic place in supporting the national economy and fulfilling consumers' demand on a local level. Out of the two square meals of snack makers all across the world, Mayora India limited – a subsidiary of the Mayora Group has established itself as a niche player mainly due to its focus on innovation in products and effective market domination. Mayora India's main product line is the Malkist cracker biscuits which are famous for their especial Flavors and crispy.

Raipur city, which is located in the Chhattisgarh has favourable market for fast moving consumer goods companies including Mayora India. The need for industrial development, rising middle-income population, and changes in customer purchasing patterns offer great opportunity for expansion in Raipur. However, Malkist has several problems in Raipur: competition with established local players; low brand identity; and consumer engagement in Raipur.

This study provides a holistic analysis of the Malkist brand's position in Raipur, integrating insights from consumer behaviour, market dynamics, and competitive analysis. Employing tools such as SWOT and PESTEL analyses, this research seeks to unravel the complexities of the local market and chart a course for sustained growth and success. Through rigorous evaluation of marketing strategies, distribution channels, and consumer preferences, the study aims to deliver actionable insights that align with the brand's objectives and market realities.

II. Research Methodology

Strategic Challenges and Future Pathways for Malkist in Raipur

This study assesses the strategic development challenges and growth opportunities for Malkist biscuits in Raipur, focusing on competition, distribution hurdles, consumer trends, and profitability. Employing both qualitative and quantitative methods, the research aims to improve branding, reach strategies, and market share evaluation. As a Mayora India Ltd. product, Malkist



operates in the competitive FMCG sector but struggles with low brand recognition, limited retail penetration, and shifting consumer preferences. This study identifies these challenges and explores solutions for growth and sustainability.

Research Design

An explanatory mixed-methods research design was adopted, incorporating:

- **Quantitative Approach:** Self-administered questionnaires collected numerical data on retailer stocking trends and consumer buying frequency.
- **Qualitative Approach:** Open-ended survey questions and secondary data analysis provided deeper insights into distribution gaps and consumer perceptions.

Objectives of the Study

1. Analyse Malkist's challenges in Raipur, including competition, distribution, consumer preferences, and profitability.
2. Assess consumer awareness and purchasing behaviour toward Malkist biscuits.
3. Evaluate Malkist's brand positioning and explore strategies to increase market visibility.
4. Assess the effectiveness of Mayora's distribution channels and propose improvements.
5. Examine marketing and promotional strategies for effectiveness.

Hypotheses

1. **H1:** Limited distribution networks significantly hinder Malkist's market reach in Raipur.

2. **H2:** Consumers' preference for established brands like Britannia and Parle negatively impacts Malkist's market share.

3. **H3:** Improved promotional strategies can enhance Malkist's brand awareness and sales performance.

4. **H4:** Strengthened distribution channels will improve product availability and adoption among consumers.

Sample Unit

The research targeted:

- **Retailers:** Provide insights into stocking decisions, sales performance, and distributor relations.
- **Consumers:** Represent end-users whose preferences and purchasing behaviors drive market demand.

Sample Size

A total of 200 respondents participated:

- 100 retailers
- 100 consumers This sample size ensures a representative dataset for analyzing market trends in Raipur.

Sampling Technique

A stratified sampling technique was employed to include varied demographics and retail segments. The study covered retailers from small supermarkets and Kirana stores, as well as consumers from different age groups and income levels to ensure diverse perspectives and eliminate bias.

Data Analysis

Survey Question	Findings	Interpretation
Brand Availability in Retail Stores (%)	Britannia (100%), Parle (100%), Bisk farm (92%), Priya Gold (64%), Anmol (42%), Malkist (12%)	Malkist has low market penetration compared to competitors, highlighting the need for improved distribution.
Most Sold SKU Price Range	₹5 and ₹10 biscuits dominate sales	Price-sensitive consumers prefer affordable snack options, requiring Malkist to introduce cost-effective packaging.
Retailers Stocking Malkist (%)	Only 12%	Limited brand awareness and distribution challenges restrict Malkist's market reach.
Cheese/Chocolate Cracker Brands Sold	Malkist (12%), GERY (9%), Others (79%)	Malkist can target the 79% market share dominated by competitors with stronger marketing strategies.
Retailers Selling Pocket Malkist (Single Pack) (%)	72%	Majority of retailers stock the pocket variant, indicating potential for further promotion and expansion.
Retailers Selling	18%	Low stocking rate signals a need for



Malkist Family Pack (₹50 MRP) (%)		better distribution and retail incentives.
Direct Service from Local Distributor (%)	73% do not receive direct distributor visits	Weak distribution network limits Malkist's availability and visibility in retail stores.
Retailers Aware of Malkist's Retail Schemes (%)	72%	Retailers are informed, but the 28% unawareness indicates a communication gap that needs to be addressed.
Consumer Age Group (%)	20-30 years (42%), 30+ years (36%), 15-20 years (14%), Below 15 years (8%)	Young adults and middle-aged consumers form the primary target demographic.
Preferred Biscuit Brand (%)	Britannia (highest), Parle (second), Bisk farm (moderate), Malkist (lowest)	Malkist needs to enhance brand recognition and consumer engagement to compete with market leaders.
Cheese Cracker Preference (%)	High (19%), Medium (44%), Low (20%), Not Interested (17%)	Cheese-flavoured biscuits have moderate appeal; strategic marketing can boost adoption.
Cracker Biscuit Purchase Frequency (%)	Weekly (49%), 2-3 times a week (31%), Daily (3%), Occasionally (17%)	Regular buyers present an opportunity for value packs and promotional offers.
Malkist Availability Near Consumer (%)	Yes (22%), No (78%)	Malkist faces severe retail availability issues; distribution enhancement is crucial.
Key Purchase Factors (%)	Quantity (39%), Price (20%), Brand Image (17%), Packaging (13%), Flavour (11%)	Price and quantity are the most critical factors influencing purchase decisions.
Malkist Single Pack Consumption (%)	12%	Limited consumer adoption: promotional efforts can increase trial and usage.
Malkist Family Pack Purchase (%)	4%	Low purchase rate indicates minimal consumer preference, requiring targeted awareness campaigns.

III. Findings and Conclusions

This section gives more elaborate description of the research findings on Malkist's market outlook in Raipur. Every one of them focuses on the objectives of the study in a manner that they cover the challenges and opportunities fully.

1. Challenges Faced by Malkist in Raipur

- **Competition:** Malkist has more intense rivalry comparison than newer entrants and out right dominant brands such as Britannia and Parle in biscuit industry. Such opponents have better distribution facilities and pronounce consumer allegiance.
- **Distribution Hurdles:** The current positioning of the brand is weak because only a meagre 12% of the stores in Raipur sell Malkist biscuits. Further, 73% of the retailers said that they are not frequently visited by the Distributor Sales Managers (DSMs), this decreases distributors' commitment, and poor stocks.

- **Consumer Preferences:** People in Raipur consume biscuits that cost ₹5 and ₹10, which can be a challenge for Malkist as competitors for established brands locally exist for these two price brackets.

2. Purchasing Preferences and Consumer Perceptions

- **Brand Preference:** The analysis unveiled by the study showed that consumers have a high level of preference towards two brands that are Britannia and Parle. On the other hand, there is Malkist, which has very small popularity and consumes the lowest place defined by the consumers due to their little or no familiarity of this brand.
- **Product Features:** Vegetable and cheese, caramel, strawberry, and nut are considered as sweet and nice additional types of crackers; however, only nineteen percent of the respondents can be overheard in high interest in cheese crackers. This means that these products are not popular in Raipur



which means that the company needs to come up with ways of marketing them.

3. Current Positioning of Malkist in Raipur

The current scenario of Malkist at Raipur can be described as follows they are positioned supremely with all the equipment's and support that is required to turn out to be successful in the market position. Currently, Malkist's market share in Raipur is still insignificant and occupied a very small space for its products at the retailer's store and even more serious problem – low brand recognition among consumers. Raipur. Each finding aligns with the objectives of the study, ensuring that they address the challenges and opportunities comprehensively.

4. Effectiveness of Existing Distribution Channels

The distribution network for Malkist is weak. This means that key products like pocketed, and family size packs are not easily found stored in these stores. As a result, inconsistent output was observed, not only from manufacturers but also from distributors who also fail to maintain regular servicing to retailers, adding to the problem of product availability at the retail level.

5. Marketing and Promotional Strategies

Malkist has used some wrong strategies in the marketing of his products in and around Raipur. Of the total respondents, 28% are not aware of the said promotional schemes among 72% of the retailers. Awareness and promotional investments, like price reduction and stocking position, are less powerful than that of rivals.

6. Future Market Trends in Raipur FMCG Sector

The future trend of the organized retailing and growth in the disposable income per capita are the two relentless factors that offer opportunities for Malkist to boost its market outreach. Its competitive forces, Britannia and Parle, invoke better distribution networks, better brand image, and customer loyalty.

7. Competitive Analysis

Competitors like Britannia and Parle excel in distribution efficiency, brand recognition, and customer trust. They also spend much of their money on advertising and promotions, thus continuing to control the beer market. This is another advantage of Momo while Malkist does not actively market itself to customers it does not look aggressive.

This paper also discusses major issues that Malkist encounter in Raipur and discuss practical solutions for its enhancement.

1. Strategic Recommendations

- **Enhancing Distribution Networks:** To achieve this Malkist has to work on its distributor relations and have DSMs to make frequent visits for its products' restocking. Partnership with organized and unorganized retailers is another way that affects the Shelf Presence.

- **Targeted Marketing Campaigns:** New customers could also be attracted to products by incentives that some promotional activities entail like special offers, free trials and special offers where a customer gets a second product at a subsidized rate. Some of the benefits portrayed in the digital marketing campaigns are consciousness among the young people that will lead to improved brand recognition.

- **Product Innovation:** Appealing the price-sensitive customer through easy-to-digest servings of packs, single-serving sachets, and economical family-sized packs should be met. Such decision could help the to develop a competitive edge against its rivals by introducing regional Flavors.

2. Addressing Consumer Perceptions

It is very important that the company sustaining its advertisements and creating an image in the consciousness of the public. As an appeal towards convenience foods is becoming stronger, Malkist should be marketed as having the quality of the premium snack, which should be affordable at the same time. is critical.

3. Leveraging Market Trends

With the growing trend toward convenience foods, Malkist should position itself as a premium yet accessible snack option. Sustainable packaging can also be a way of attracting the green consumers through investment.

4. Strengthening Competitive Edge

Competitor analysis will be done occasionally so that Malkist can also align its strategies. Increasing retailer's margins and employing relatively unexplored promotional strategies can act as an antidote against the competition of brands such as Britannia and Parle.

Implications

Moreso, this research shows some areas that Malkist needs to address in order to have a better market foothold in Raipur. Malkist can maximize its value chain in Raipur through improvements in the logistics system, marketing communication and the improvement of the products offered. This study enhances the literature knowledge in the part of FMCG market in the mid-tier Indian cities with reference to brand positioning and consumers' behaviour. Influencers and organizing community-



based events can improve consumer trust and loyalty.

1. **Practical Implications:**

Malkist can optimize its operations in Raipur by enhancing distribution networks, implementing targeted marketing strategies, and innovating its product offerings.

2. **Theoretical Implications:**

The study contributes to the academic understanding of FMCG market dynamics in mid-tier Indian cities, particularly in brand positioning and consumer behaviour.

IV. Conclusion

Overcoming the mentioned challenges and building on the described opportunities will help Malkist to greatly enhance its market positioning in Raipur. Distribution, marketing and product development are critical areas that require coherent efforts for the firm to sustain growth and deepening outreach to customers. As such, this study provides background information for subsequent research and application.

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