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**„ANALYTICAL ASSESSMENT OF BRAND
IMAGE FOR FAUJI CEREALS“**



FINAL PROJECT

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EXECUTIVE SUMMARY

Despite being the largest manufacturer of cereals in Pakistan Fauji Cereals has been facing stagnation as far as the growth is concerned. Entry of imported brands had a worsening effect on the sales of its products in the local market. Before Kellogg's hit the Pakistani middle class breakfast table, Fauji Cereals gave its customer's the necessary nourishment. Most of the consumers would remember the Fauji Corn Flakes box. But due to the introduction of high quality cereals like Kellogg's and Nestle, consumers have become more conscious about the quality, packaging and promotional aspects.

The goal of this project was to conduct a detailed study on Fauji cereals as an organization to assess the effectiveness of the current work processes and what role are they playing in shaping the ongoing marketing and branding strategies. The second phase of the project focused on market research to identify trends in the cereal industry and to finally dig out the brand image of Fauji cereals with respect to the cereal consuming population.

For the first part, the target population consisted of 20 employees from managerial and front line levels. For the second part, the target population consisted of two stores in Rawalpindi and two in Islamabad which have the highest frequency of shoppers in the selected areas. The number of respondents for this phase was 200. The cereal consuming population was identified through screening questionnaires. Out of these 200 respondents in the selected stores, 90

were cereal consuming respondents and the sample thus constituted 45% of the target population that was true representative and met the research criterion to generalize the results of the study.

To collect the data two Survey Questionnaires were constructed. Questionnaire 'A' was framed to assess the work environment and culture at the organization, analyze the management practices and also to evaluate its branding and marketing functions. Questionnaire 'B' was framed to get information from the consumers. It consisted of two sections. Section (i) was designed to get customer profile, attitude & usage patterns regarding consuming cereals. Section (ii) was designed to determine the brand image of Fauji Cereals and its overall performance in the market and finding out the aspects that can be improved.

The results on the first phase of research showed that Fauji cereals is basically a typical bureaucratic organization facing problems relating to the managerial practices. The company has been unable to capture the market share that it has the potential due to lack of interdepartmental coordination; there is a misfit between resource and opportunity. Owing to the above stated reasons the company has been unable to fully counter its foreign competition company has followed imitation strategy as far as the product range is considered.

The findings on market research depicted that on the scale of brand image the rating has not been favorable which owes to the presence of strong international competitors as Kellogg's and Nestle with a positive brand image in the market.

Fauji cereal therefore is an organization in need of brand repositioning through internal brand alignment and product relaunch.

After doing a thorough research, it is proposed that the management at Fauji cereals need to review the current work practices and focus more on New product development and branding initiatives through induction of branding team. Finally two top selling brands of Fauji Cereals will be re-launched keeping in view the suggestions of the customers provided in questionnaire surveys and informal interviews.