

Bahria Institute of Management and Computer Sciences
Department of Management Sciences

Final Project Approval Sheet
Viva-Voce Examination

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Topic of Research: “Marketing strategies of leading biscuit manufacturers of Pakistan”

Name of Student: Hassan Badar

Enroll # 222021-011

Class: MBA

Approved by:



Kashif-ur-Rehman
Kashif-ur-Rehman, Ph.D
Project Supervisor

Rizwan Yusuf Khan
Rizwan Yusuf Khan
Examiner-I

M Jehangir Awan
M Jehangir Awan
Examiner-II

Kashif-ur-Rehman
Kashif-ur-Rehman, Ph.D
Research Coordinator

Abrar Ahmad
Abrar Ahmad
Head of Department
Management Sciences

ABSTRACT

Marketing continues to be a mystery . . . to those who create it and to those who sponsor it. Any marketing program has a better chance of being productive if it is timed, designed and written to solve a problem for potential customers.

Biscuit market can be largely divided into two main categories, viz., branded and unbranded. Until 1999-2000, 50% of the market was dominated by branded biscuits, in which EBM had a sizeable share. The rest was taken up by various small companies.

Biscuits in Pakistan have now assumed the role of "FOOD BETWEEN MEALS" in nearly every household.

Biscuit growth around the world is being driven by a number of factors, many of which also affect trends in confectionery and other packaged food markets. These include on the one hand more cosmopolitan lifestyles resulting in longer working hours, higher disposable incomes and increased foreign travel - increasing demand for snacking and convenience, and fuelling consumer interest in more exotic and added value products, including flavors such as mango or coconut.

Different biscuit manufacturers have different marketing strategies. A category companies having good resources offer high quality at high price and prefers pull as their marketing strategy and also prefer both above the line and below the line as promotional strategy.

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