

Are the consumers influenced by the packaging or quality while selecting the brand?



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EXECUTIVE SUMMARY

At the heart of CBL's corporate philosophy is innovation of products, strategies and packaging. This passion with innovation has led CBL to introduce the finest brands from the Danone portfolio in Pakistan. CBL's new product, CANDI by LU, the only brown sugar biscuit in Pakistan. Candi is loved for its sweet taste and crunchy texture.

CANDI was launched in 1985. After three years of deliberate and focused research, they came up with the new package.

This research evaluates the following: "Does Continental Biscuits Limited has developed the right USP of Candi?"

The entire research is to focus on the Candi biscuit problem faced by CBL. The most important factor that Candi faced was Packaging. Package contributes to instant recognition of the company or the brand. Innovative packaging can bring large benefits to consumers and profits to manufacturers. Developing an effective package requires a number of decisions. From the perspective of both the firm and consumers, packaging must achieve it objectives. Quality was also the important factor that decreases the sales of Candi.

The current Candi package is the result of three years of deliberation research. Candi's "extreme makeover" includes a change in logo, which was prescribed by the parent company. Discarding the red ribbon with LU, CBL has adopted the smaller, comparatively discrete international logo for Candi and all other LU products. But the yellow color of the packaging is *reminiscent of TUC by LU*.

This research is about finding the consumers behavior in making decision of purchasing a brand.