

A Multi-Layered FMCG Exploration: Sales Intelligence, Business Development, And Consumer Testing for Market Strategy

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ABSTRACT

The Fast-Moving Consumer Goods (FMCG) sector is one of the most established and story-heavy industries across India. For these companies, the key drivers of sustainable growth over time remain improved sales efficacy, enhanced customer retention and expansion approaches. **INTRODUCTION** This study titled “Explore the multilayered FMCG for Sales Intelligence, Business Development and Consumer Testing Market strategy” emphasizes the significance of sales intelligence, Business Development activities and consumer testing in enhancing bank performance in FMCG Market with specific reference to Sundrop Brands Limited.

This study analyzes how sales intelligence improves market demand, sales forecasting and business decision. The scope of the report also includes an evaluation of business development to enhance market reach, intensify retailer partnerships and identify revenue opportunities. Moreover, it centers on consumer testing methods to analyze how firms gauge customer willingness for quality, packaging, price and overall satisfaction.

A structured questionnaire was used and 91 respondents provided primary data. Data interpretation was done using statistical tools like percentage analysis, chi square analysis, correlation analysis and independent sample t-tests. The results show that business decision making and demand forecasting are positively impact by sales intelligence. Consumer testing and consumer feedback are also critical aspects of facilitating product acceptance in the market. It also finds excess stock, poor visually appealing packaging and wholesaler disruptions limiting the performance of FMCG in the supply chain.

After analyzing the research findings, the final conclusion was that utilizing sales intelligence, consumer insights & business development strategise provide a means of creating substantial increases in all facets of operational efficiency; customer satisfaction; and long-term growth for companies operating within the FMCG industry.

FMCG, Sales Intelligence, Consumer Testing, Business Development, Market Strategy, Sundrop Brands, Consumer Behaviour and Demand Forecasting.

1. INTRODUCTION

In recent years, the Fast Moving Consumer Goods (FMCG) sector has witnessed rapid growth in India, due to changing lifestyles, urbanization, rising disposable income, and growing acceptance of convenience products. FMCG products encompass a wide range of packaged food items, drinks, snacks, personal care items and household consumables that typically constitute everyday purchases.

The Indian packaged food market has become extremely competitive with many Indian and international companies introducing new products on a frequent basis and engaging in aggressive marketing. Companies are becoming

increasingly focused on finding ways to increase their market share by enhancing consumer satisfaction, ensuring product excellence, optimising distribution chains and utilising data to inform business decisions.

Sales intelligence, business development and product testing have become essential to achieving sustainable growth as companies compete for market share, ultimately benefiting both manufacturers and their consumers.

Sales intelligence allows firms to collect and evaluate data about the marketplace, retailers' performance, customers' demand characteristics, and sales trends. The data that companies acquire through their sales intelligence can help them to make faster and more accurate decisions with regards to their inventory Management, pricing strategies, distribution of products, and sales forecasts.

Activities focused on business development also support the company's focus by providing a source of new opportunity to expand the retailer's presence or strengthen existing relationships, create additional distribution channels, as well as generate new revenue.

Consumer testing is another significant element affecting the success of FMCG products. Understanding customers' feel about product taste, packaging, price point, quality level, and promotional strategy will help companies to create products to successfully match the expectations of the market. By doing this, companies will reduce the probability of their products failing to perform well in the marketplace after launch.

This report looks at Sundrop Brands Limited (one of the top packaged food and edible oil companies) in India. Specific areas of this investigation will include an analysis of the sales intelligence systems used at Sundrop Brands, their consumer testing activities and, how business development activities impact their overall sales performance and customer satisfaction.

2. INDUSTRY PROFILE

The global market for packaged foods continues to grow at a rapid pace due to factors such as increasing urbanization; busy lifestyles; and the increased desire for convenience in food products. Technology advancement in food processing, food packaging, and supply chain management has played a key role in leading this market growth. Convenience, hygiene, nutrition, and affordability are the primary qualities that consumers seek in food products.

During the last decade, India's packaged foods market has expanded significantly. The growth of super, hyper, and online stores, as well as advancements in digitally-based payment systems, make it easier for consumers in both urban and rural areas to access packaged foods. Due to time constraints and changing food-eating habits, younger consumers and working professionals are now using packaged fast foods (ready-to-eat and ready-to-cook).

In addition, health-conscious consumer behavior is becoming increasingly important to India's FMCG market. Consumers are looking for foods that are healthier, in terms of nutrition, cholesterol, sugar, etc. To meet this demand, manufacturers are introducing new product options such as healthier product varieties, organic products, and unique packaging.

Tamil Nadu has emerged as the fastest growing regional packaged food market in South India. Cities such as Chennai, Coimbatore, Madurai, and Salem have become major consumption hubs for FMCG products. The increasing number of nuclear families, working women and digitally engaged consumers have greatly enhanced overall demand for packaged food products in the region.

3. COMPANY PROFILE

AgroTech Foods Limited (ATFL's parent company) is one of the largest players in the Indian edible oil and packaged food industry. Initially focused on manufacturing oils, Sundrop Brands has now expanded its product line to include ready-to-eat snacks, peanut butter, popcorn, breakfast cereals, and packaged convenience foods.

Sundrop is best known for its health-conscious cooking oils that offer low cholesterol and heart-healthy features. Over time, the company has added many different products to its lineup, including ACT II popcorn, peanut butter, granola, muesli, and ready-to-eat snacks.

To reach consumers more effectively, Sundrop has built an effective distribution network consisting of general trade, supermarkets, wholesalers and online grocery stores. To sustain its market-leading status in the FMCG arena, Sundrop will continue to focus on processes to drive product innovation, consumer satisfaction, packaging enhancement and business growth within its distribution channels.

4. OBJECTIVES OF THE STUDY

Primary Objective

Analyze sales intelligence, business development and consumer testing and how they can improve market strategies in the FMCG sector.

Secondary Objectives

Analyze how sales intelligence can enhance sales forecasting and help make better decisions for the FMCG sector.

Analyze potential business development opportunities in order to expand into new markets in the FMCG sector.

Examine the importance of consumer testing for FMCG product acceptance and how manufacturers can utilize this to increase consumer sales.

Identify how the consumer's preferences for FMCG products impact how manufacturers develop their marketing strategies.

Propose integrated strategies for creating sustainable growth within the FMCG sector.

5. REVIEW OF LITERATURE

According to Kotler & Keller, it is important to understand consumer needs and preferences. Their study revealed that consumer satisfaction leads to customer loyalty and repeat buying behavior.

In his study, Aaker focused on brand positioning and brand equity. According to the study, brand reputation has a positive impact on customer trust and profitability.

Gupta and Sharma discussed the role of sales intelligence in FMCG industries. They found out that sales intelligence through data analytics makes forecast accurate.

In their study, Patel and Singh argued that it is important to conduct consumer testing before introducing new products in the market. Consumer testing enables firms to understand the expectations of consumers concerning packaging, quality, and taste.

According to Brown, digital marketing plays an important role in the FMCG industry.

6. RESEARCH METHODOLOGY

The research employed the descriptive and analytical research methodology.

Primary data was gathered by means of a structured questionnaire to be completed by FMCG consumers and retailers.

Number of Samples Involved in Research

For conducting the research, 91 samples were considered. Sampling Techniques Adopted for the Study

Convenience sampling technique was used to select the sample size. Data Gathering Methods

Questionnaire Surveys

Interaction

Secondary sources like journals, websites, company data, etc. Statistical Tools Employed

Percentage Analysis Chi-Square Test

Correlation Analysis

Independent Sample T-Test

7. DATA ANALYSIS AND INTERPRETATION

The large number of people surveyed were within the age range of 21-30, signifying heavy participation among younger individuals. It was noted that more male participants took part in the survey than female participants.

Many respondents believed that sales intelligence plays a role in helping FMCGs comprehend market demands and forecasts. In addition to this, many respondents believe in the importance of conducting consumer tests to find out about their preferences.

From the correlation analysis carried out, it is clear that positive correlations exist between the variables of sales intelligence, business development, and consumer testing. The implication of these results is that organizations employing such measures perform well.

Chi-square analysis demonstrated that there was no significant relationship between demographic variables and selected study variables in most cases. No significant difference was found in the independent sample t-test either.

Table 1: Demographic Profile of Respondents

PARTICULARS	CATEGORY	FREQUENCY	PERCENTAGE (%)
Age	Below 20 Years	12	13.2
	21 – 30 Years	48	52.7
	31 – 40 Years	21	23.1
	Above 40 Years	10	11.0
Gender	Male	56	61.5
	Female	35	38.5
Occupation	Student	28	30.8
	Employee	37	40.7
	Business	16	17.6

PARTICULARS	CATEGORY	FREQUENCY	PERCENTAGE (%)
	Others	10	11.0
Monthly Income	Below ₹15,000	18	19.8
	₹15,001 – ₹30,000	39	42.9
	₹30,001 – ₹50,000	22	24.2
	Above ₹50,000	12	13.2

Table 2: Reliability Statistics

VARIABLES	CRONBACH'S ALPHA	NO. OF ITEMS
Sales Intelligence	0.821	8
Business Development	0.847	7
Consumer Testing	0.803	6
Overall Reliability	0.865	21

Table 6: Descriptive Statistics

VARIABLES	MIN	MAX	MEAN	STD. DEVIATION
Sales Intelligence improves forecasting	1	5	1.86	0.742
Packaging influences buying decision	1	5	1.94	0.681
Consumer testing improves product quality	1	5	1.78	0.703
Promotional offers influence purchases	1	5	2.02	0.756
Retailer relationship improves sales	1	5	1.89	0.721

Table 7: Correlation Analysis

VARIABLES	SALES INTELLIGENCE	BUSINESS DEVELOPMENT	CONSUMER TESTING
Sales Intelligence	1	0.624**	0.583**
Business Development	0.624**	1	0.611**
Consumer Testing	0.583**	0.611**	1

Correlation is significant at the 0.01 level

Table 8: Chi-Square Analysis

Association between Gender and Consumer Preference

PARTICULARS	VALUE
Pearson Chi-Square	3.428
Degrees of Freedom	4
Asymptotic Significance	0.489

Interpretation

Since the significance value is greater than 0.05, there is no significant association between gender and consumer preference.

Table 9: Independent Sample T-Test

Comparison between Male and Female Respondents

VARIABLES	t VALUE	SIGNIFICANCE
Sales Intelligence	1.218	0.226
Consumer Testing	0.984	0.328
Business Development	1.102	0.274

Interpretation

Since the significance values are greater than 0.05, there is no significant difference between male and female respondents regarding study variables.

8. FINDINGS OF THE STUDY

Inadequate visibility of sales data hampers performance monitoring of retailers. Overproduction of goods results in waste and dissatisfaction among retailers.

The packaging design plays an important role in consumers' decision-making.

Cooperative relationships with retailers promote business growth and accessibility. Testing consumers' reactions provides knowledge about their demands.

Special offers and prices affect consumer behavior greatly.

Strategies for market expansion lead to increased sales for FMCGs.

9. SUGGESTIONS

Use real-time sales monitoring system.

Enhance demand forecasting techniques to overcome the problem of overproduction. Strengthen relationship with retailers and wholesalers.

Make changes to the product packaging design. Do consumer feedback test regularly.

Increase focus on digital marketing and online sales.

Invent new products and healthy products.

Enhance product visibility in stores and promotion activities.

Keep conducting market research regularly to know the needs of customers.

10. CONCLUSION

In conclusion, this research shows that sales intelligence, business development, and consumer testing are essential elements for success in the FMCG industry. Data analysis contributes to improving forecasts, optimizing inventories, and ensuring effective market performance. Conducting consumer tests and collecting feedback allow organizations to comprehend customers' needs better and improve product acceptance rates.

Overstocking, poor packaging designs, and inefficient distribution are some of the problems that FMCG businesses have to tackle. Sundrop Brands Limited should consider enhancing market performance by building positive relationships with retailers, implementing effective packaging designs, investing in online marketing, and monitoring market dynamics regularly.

In general, combining sales intelligence with consumer and business development activities is vital for FMCG companies seeking to grow successfully and establish a competitive advantage.

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