

Organic flavours

Ravinder Sodhi has founded Patiala Flavours (PF) in 1975. PF was manufacturing various flavours which are used in number of food items such as cakes, bakery products, confectioneries, pharmaceutical industry, soft as well as hard drinks. Majority of Sodhi's client are small and medium business owners who are into the production of food items mentioned above where different flavours are used.

Later in 2009, due to increased awareness of organic food items, which has shown some increase in the demand of the organic food by consumers, Sodhi started manufacturing organic flavours. Though it was costly as compared to traditional flavours, but he was able to convince his clients and soon started getting more orders of organic flavours as compared to traditional flavours.

The challenge that was faced by Sodhi was that he was finding it difficult to enter into large scale industries such as ITC, Pepsi, Coke, HUL etc. as these companies were reluctant to purchase flavours from small and medium scale industry. They are focusing on well established brands for their requirements of flavours. These large companies were purchasing from their global suppliers. This helps these large organizations to meet their global demands.

As PF was able to establish its brand name in Indian market, some of large organizations mentioned above have started giving few orders to Sodhi. Still Sodhi's PF was facing intense competition from these organizations existing global suppliers. As Sodhi's PF is not a well-known brand globally, Sodhi is faced with the challenge of managing his firm's brand and to enter into other global clients.

Questions:

1. Suggest the strategy that can be employed by Sodhi to differentiate his product offerings from that of competitors? How this strategy will help Sodhi to strengthen PF's position?
2. What communication strategy be employed to establish PF's brand identity?

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