

**Nirula's**

**Parent Company**

**Nirula's**

**Category**

Fast Food Eating Joints

**Sector**

Food and Beverages

**Tagline/ Slogan**

It's desilicious!

**USP**

India's oldest and first chain of fast food restaurants

## **STP**

### **Segment**

Anyone who wants to have hygienic and good quality food

### **Target Group**

Middle and upper middle class youth and families

### **Positioning**

Indian fast food restaurant chain that serves hygienic, good quality food at affordable price specializing

## **SWOT Analysis**

### **Strengths**

1. More than 75 outlets in India, especially in NCR Delhi
  2. Different type of restaurants like hotels, potpourri, ice cream parlors, pastry shops, etc.
  3. Trusted for quality and hygiene
  4. A popular brand name
5. Different variety of foods offered like cakes, pastries, fast food, Indian and other cuisines.
6. Competitive pricing strategy
7. Chance for expansion and improvement after its recent acquisition

## **Weaknesses**

1. Strong competition from international food joints means limited market share
2. Limited reach - Popular only in north India
3. Franchisee structure has its risk of not being operated well by the franchisee owner
4. The youth is more attracted to the western fast food joints (international chains) due to its extensive advertisement

## **Opportunities**

1. Expansion of the chain throughout India and then globally
  2. Improve its operational efficiency
  3. Train the staff to serve the customers better and improve customer's experience
4. Effectively market itself through innovative ways of advertising and marketing

5. Open hotels in metro cities of India

## **Threats**

- 1.Economic instability causing reduction in spending power of people
- 2.Stiff competition from international players in all segments of operation like ice cream segment, café, p
- 3.Inefficient operation of the franchisees

## **Competition**

## **Competitors**

- 1.Mc Donald
- 2.Pizza Hut
- 3.KFC

4.Cafe Coffee Day

5.Barista

6.Not Just Paranthas

7.Baskin Robins

## 8. Local fast food joints