

LOCAL TIFFIN CASE STUDY

The Local Tiffin Joined GETSIA in 2016, And the case study is of Marketing Overview

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OBJECTIVES

The objective of this case study is to showcase how The Local Tiffin, a Tiffin service in Raipur, Chattisgarh, India, strategically tackled intense competition and established a monopoly. We aim to highlight the role of branding, digital marketing, and customer engagement in achieving this remarkable feat.

SOLUTION

Through a multi-faceted approach, we provided The Local Tiffin with comprehensive branding, website development, digital marketing, and content creation strategies. This encompassed defining their USP, creating an engaging online presence, optimizing for search engines, and fostering a strong sense of community through social media.

BENEFITS

The results of our strategies were transformative. The Local Tiffin transitioned from a competitive landscape to enjoying a monopoly in the tiffin service market. Their brand recognition skyrocketed, customer engagement flourished, and their website became a lead generation powerhouse. This translated into increased revenue, customer loyalty, and an unassailable market presence, solidifying their status as the go-to choice for Tiffin services in Raipur.

AT A GLANCE

CHALLENGES

- Distributed Market
- Cheap Options
- Marketing

BENEFITS

- Direct Cost : INR 200,000
- Indirect Cost : INR 30,000



PRATYUN CHOUBEY

Analyst, GETSIA

“For over 5 years, our company has been improving the brand and company images to give a proper experience to our customers.”

WORK FLOW

Phase 1: Research and Data Collection

- Task 1: Understand the Tiffin Service Market #MarketResearchCollect data on the current size and growth of the tiffin service market in India
- Identify major players in the tiffin service industry
- Analyze customer demographics and preferences
- Task 2: Study the Business Models #BusinessModelUnderstand the subscription-based model
- Explore the concept and benefits of economies of scale
- Investigate various meal plans offered
- Look into add-on services provided
- Understand the role of corporate tie-ups and bulk orders
- Examine delivery charges and their role in revenue
- Task 3: Analyze Operational Strategies #OperationalStrategiesLearn about ingredient procurement and quality control
- Understand optimized cooking and production strategies
- Explore technology integration in tiffin services
- Study the importance and methods of route optimization

Phase 2: Analysis and Report Preparation

- Task 4: Data Analysis #DataAnalysisAnalyze the data collected in Phase 1
- Calculate potential profitability based on various factors
- Task 5: Report Preparation #ReportWritingDraft an introduction highlighting the tiffin service market in India
- Write a detailed analysis of the business models
- Discuss operational strategies in the report
- Conclude the report with key findings and potential for profitability
- Task 6: Review and Finalize Report #ReportFinalizationReview the draft for any errors or inconsistencies
- Finalize the report and prepare for presentation

Phase 3: Presentation

- Task 7: Prepare Presentation #PresentationPreparationDesign a PowerPoint presentation based on the report
- Practice the presentation to ensure fluency and clarity
- Task 8: Deliver Presentation #PresentationDeliveryPresent the findings to the team or stakeholders
- Address any questions or feedback

Phase 4: Post-Presentation Actions

- Task 9: Implement Feedback #FeedbackImplementationMake necessary changes to the report based on feedback received
- Update the presentation if needed
- Task 10: Final Submission #ReportSubmissionSubmit the final report and presentation
- Archive all the data and research for future reference