

# **“Swadeshi brand for Gourmet bakery products “A case study of BISTROHUB”**

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**Name of the Research Paper:**

**“Swadeshi brand for Gourmet bakery products: A case study of Bistrohuh”**

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## **Abstract**

This case is about a very young entrepreneur, Mr. Kedar Desai, 26 years of age. Kedar was a Hotel Management Graduate who always had entrepreneurial orientation and an intense urge towards business and growth in life. He started his career as a Management trainee in orchid hotel Mumbai. India. In due course of time he became the sous chef of orchid hotel Mumbai in 2009. In 2010, he joined world class cruise Ship Company called P&O as sous chef over here managed the Michelin star chef Garry Rhodes pastry and confectionery kitchen. Kedar planed first venture named ‘Bistronic foods and hospitality limited’ along his partner Mr.Sabrish Menon in pune city. Apart from this he also has big expansion plans for the business in near future. This case is focusing on entrepreneurial talent of Kedar and challenges being faced by him in establishing his business and expansion plans so as to provide a practical exposure to the students about entrepreneurship and its challenges. The name of the organizations and their officials has been disguised so as to avoid any conflict.

## **Introduction:**

food is basic need of human, as we have entered in the era of 20<sup>th</sup> century the word food has also taken up different shape of it all together it’s not basic need anymore as in because-se of technological advancement its has climbed the ladder of social status people take pride while eating the food and therefore entrepreneurs are also expiring to try and sell new products are rather say fusion food or take Indian food on international platform or vice versa following is case study of gourmet bakery company named Bistro hub .the company is specialized in manufacturing a good range of bakery products according to the customers demand. This case study will unfold the story of Bistro hub brand.

The company started by Mr. Kedar Desai and Mr.Sabrish Menon in 2012 name Bistronic foods and hospitality limited in restaurant business with 4 employees and now its 30 employees in pune and successfully running till date having two brands under their umbrella called Bistrohubs Gourmet bakery products and BH distribution .

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**Literature review:** term branding derived from the Old Norse —Brandr” which means to burn. Cattle, slaves, and timber were burnt or branded with the markings or symbols of the owner using a hot iron rod. The concept of branding was essentially to depict ownership, in particular things which had value, this practice dating back to 2000 B.C. The transition from ownership to creation and selling started to evolve in the 1800’s In today’s world branding is used to brand the products that a company sells, services they give or even an organization itself. Brand is the "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. (American Marketing Association, 2012) A brand is used as a tool used to promote products and services and thus secure profitability for the firm from consumers ‘point of view brand stands for promise, quality assurance and creation of an experience.(kotler 2003) It lends trustworthiness to the products or services bought by the consumers and help them make the right purchase decisions. A brand creates an emotional connect of the consumer with the product or service. However, one has to remember that every company tries to create a successful brand and compete against each other to establish their brand name in the minds of the consumer. Advertising, promotions, packaging, positioning all go a long way in creating a brand image in the minds of the consumer and ultimately leads to brand purchase, at the same time, a brand is much more than a name, logo, colors a tagline or symbol. These are marketing tools and tactics. A brand is essentially a marketer’s promise to deliver a specific set of features, benefits, and services consistently to the buyers. “A brand is a complex symbol that can convey up to six levels of meaning” which includes Attributes, benefits, value, culture, personality, uses. What distinguish a brand from its unbranded commodity counterparts a Kevin Keller developed this model, which is a part of his popular textbook Strategic Brand Management’. As the name suggests, this model is customer based. Keller believes that Brand equity can be created by providing the right experience to your customer. The brand needs to shape up how the customers think and feel about the product. Marketing and branding specialists need to manage the thoughts, feelings, beliefs; perceptions and opinions customers carry about a particular brand. The higher the positive experiences created, higher will be the brand equity. A high brand equity results into brand loyalty and better brand sales. The Model is also referred to as a Brand Resonance Model as it seeks to build a strong connection between the brand and the

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customer. The model states that brands with high resonance have benefits like increased brand loyalty and reduced vulnerability to competitive marketing activity.

The model lists down 4 steps, which should be followed by brand to build brand resonance and increase brand equity. It shows a series of steps to develop brand resonance and also states the branding objective at each stage Keller’s Brand Equity Model. It shows a series of steps to develop brand resonance and also states the branding objective at each stage. The model is explained below as per my understanding

## **Teaching Notes:**

**Case Synopsis:** This case is about Kedar Desai, who was a very young entrepreneur. Kedar was a Hotel Management Graduate who always had entrepreneurial orientation and an intense urge towards business and growth in life. This case is emphasizing on challenges being faced by him in establishing his business and expansion plans which will provide a practical exposure to the students about entrepreneurship and its challenges. The name of the organizations and their officials has been disguised so as to avoid any conflict.

**Learning Objectives:** The case attempts to provide an insight into the entrepreneurial talent of Kedar and challenges being faced by him in establishing his business and expansion plans so as to provide a practical exposure to the students about entrepreneurship and its challenges. After analyzing the case study, students will be able to understand the entrepreneurial qualities required to become an entrepreneur. They will also be able to understand that exploiting opportunities is a major aspect to become successful in life. Students will also understand the business expansion strategies and Keller Brand Resonance model.

## **Positioning the Case: using Keller’s Brand Equity Model**

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This case study is related to Entrepreneurship and Marketing Specialization. It can be discussed with the students of advertising also.

**Brand Identity** Bistronomic foods and hospitality PVT ltd in 2012 and under this they started the brand called Bistro hub. They started the concept of selling gourmet bakery products to its customers from 2013.as both the owners are from hotel management background and have good hands on work experience in the industry which is a major contributing factor to establish themselves in to the new market. Where they started doing the market research on exactly what? customers are looking for, the reason behind doing the good market research is to find as a company what they are specialized in and how their products can minimize the gap between demand and supply or how they can be more stronger in the market with their product in comparison to their competitors, after doing research they found out that the market of pune is changing due to globalization, and specific areas of pune are getting cosmopolitan population because of the major industrial change happened in that part of the pune where the company is located, IT sector or industry is main component of the population who was looking for the different type of the food over typical Indian street food or authentic Indian food. So they decided to sell the burgers, salads pizza, and pasta this products are not very new to the market or for the population but what made them popular is they make their own burger bun, pizza base gourmet bread is there specialty or unique This is how customers look at the brand and distinguish it from others, customers or buyer associate with bistro hub when they think of the gourmet breads, This the most important stage in any business its foundation of the business to become successful or stand out of the competition it's the most important level and must be strong to support the rest of the pyramid above it.

**Brand Meaning** Bistro hub: Once customers become aware of the brand, they would want to know more about the product so regular customers started asking are they in to retailing market so company gave thought over it and started doing research and found out that pune retail market

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is lacking good quality custom-made breads, they started asking other retailers, restaurant owners would they be interested in buying custom made breads and they received very positive response and company opened its small bakery unit along with its gourmet restaurant outlet .so as per the Keller’s brand equity model stage 2 in the pyramid brand must talk about its product and customers will ask question about features, looks and style, reliability, durability, of the product and customer experience value for money, to find its brand meaning. For the purposes of brand reputation, Level 2 is split into two categories:

- **Brand performance:** to be in the market and to perform in cut throat competition brand must perform well performance of the brand depends up on the product which covers product functionality, reliability, durability, and price as well as customer service and satisfaction. In case of the bistro hub it followed all the important key points like Why should one buy breads from Bistro hub?
- We make tailored products in order to maintain the uniqueness in the offerings to buyer(restaurateur/ hotelier)
- Door step delivery in most of the areas in Pune\*
- Hassel free transactions (only credit, no cash)\* which saves a lot of productive time of the buyer (restaurateur).
- Chemical free
- Fresh products- Since all products are tailored and made to order we do not stock anything. Our night shift production helps in providing fresh goods in the morning
- Transparency in the communication- we avoid taking orders verbally. It’s only by written communication either text message/ email. This process has helped us in improvising our own systems to a great extent.
- Hygienically maintained work area. Regular audits are conducted to ensure that the area is clean and safe

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- Professional Approach
- Outsourcing saves a lot of time, money and energy of setting up a bakery, procuring skilled staff and constant training.
- **Brand imagery:** different, but equally important, imagery meets the customers’ social and psychological needs. What does the brand appear to be to customers? This messaging can come out in targeted marketing and word of mouth. for bistro hub customers are B to B( Business to Business) are Marriott Hotels, Birla Hospital, Big Basket, Conrad, PVR Cinemas, Cinepolis Multiplexes associated with Big Basket, manufacturing of their brand FRESHO BREADS is furnished by Bistrohubs. & B to C the major client is 5star hotel where they have their own bakery outlets as well as the pro bakers and chef who can make gourmet breads still they are preferring breads and bakery products which are outsourced.

**Brand Response:** On this level of Keller’s model, judgment and feelings can be hard to separate and are intensely personal for each individual customer harshly or fairly. And add to the mix actual interaction and perceived reputation and you can see how hard it can be to quantify how customers feel about a brand and how much they trust it. As a brand Communication, professional approach, product and service quality as well as consistency have helped developing Bistro hub as a brand which has achieved 500% growth over 7 years

**Brand Resonance:** The apex of Keller’s CBBE model is resonance: when a customer is loyal to a brand, considers it superior, will buy no other and advocates its merits to others. Many things resonate with customers: lifetime experience, customer service, products and value. A good measure for resonance is the Net Promoter Score that asks one simple question: ‘How likely is it that you would recommend [Product X] to a friend or colleague?’. In case of bistro hub to build the strong relationship with its customers they have taken following step Communication- Our first connect or face with customer is our Drivers/ delivery boy, who

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almost daily meets the customer and takes regular feedbacks and communicates to our operations team. Any suggestions are taken into consideration Operation personnel call up the customer, and tries to gather more information in order to take action. It could be the product, delivery, payment etc. According to the nature of the concern it is forwarded to respective area. Any changes in the processes are done if required; and feedback is taken on a regular basis from the customer. “It is Process error or Negligence” Have not found any other reason for complaints till now. As mentioned above, our drivers / delivery persons play major part in the Brand development. Since they are not from the Hospitality background, we make them go through vigorous Training of basic communication. In owners opinion no organization is foolproof enough to have no complaints. But, how positively those complaints are being handled is a Professional Approach. “One should have sugar in the mouth and ice on the head” is a cliché but it’s true to be successful. It works in reality when used appropriately Companies need to respond to judgments and build positive feelings about the brand once they know what they are. Every individual who is associated with the organization whether employee, outsourced staff, vendors, customers are part of the society and to support society company takes initiative in Educate a girl child, supplying educational aids to children, maintaining gardens around area, motivates to employ physically disabled candidates etc. Blood donation camp, tree plantations are few near future projects. Success is not only how much money an individual or a company makes, it is about a balanced life at the individual and organizational level. Personal life, quality family time, mental and physical health, sufficient bank balance, positive thinking is few aspects at individual level. Organizational health, finance-operating expenses, goodwill, corporate relationships, sales, happy and positive employees are few key aspect at organizational level, and of course Profit not be forgotten. We strongly believe in Positive approach at all levels. And this can be achieved through conscious positive thinking at all times and self motivation. If you have it in you it percolates down the line. Spiritual practices, yoga, exercise, reading, counseling, constant learning are the essential of positivity. Keller’s model is beautiful in its simplicity; building customer-based brand equity is, in reality, a long and tough road. When you start at the bottom with a great brand identity, and then get customers to know your brand and your business gradually, you’ll create a brand that people will like; trust and which will ultimately be successful.



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