



Interim Report

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Submitted To-

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The Company and The Management Team

Chefline Associates Pvt. Ltd.

Organization History

Chefline is a one-off its kind family owned and operated organization and was created in 1991 by Rajesh Ahuja. Chefline is primarily into project sales for Business to Business commerce creating turn-key solutions for its customers. It has divided its business primarily into two key areas; Consultancy and Manufacturer of varied products.

Directors and Management Team

Rajesh Ahuja (Director)

An astute leader in hospitality sector with a Diploma in Hotel Management from IHM – Pusa, New Delhi, Rajesh started his career in 1990 in Kitchen Stewarding in Hyatt Regency- New Delhi for a very brief period. In 1991 his entrepreneurial skills and self-driven attitude motivated him to start Chefline which now is a 29-year-old company offering turnkey solutions in the manufacturing of commercial kitchen equipment with one of India's largest shop floors in the industrial areas of Bhiwandi & Chopanki Rajasthan.

With an insatiable hunger to do more, learn more and recognizing the need of the industry he ventured with Amerex (from Alabama US)– introducing Kitchen Fire suppression systems in India. As the CEO of Amerex India in a short span of 8 years of its launch, he has played a pivotal role in educating and exposing the industry about various crucial aspects for Kitchen Fire safety.

Rajesh has been credited with designing and executing many prestigious projects across the country like the TAJ Hotels, Ibis, Radisson, Ecole Institute Lavasa, Casino Royale Goa, CIS and many others. He is also an advisory board with many Malls for Kitchen Fire Suppression system in Delhi NCR.

He has been involved in more than 5000 kitchens from concept design to execution.

Swati Ahuja (Director)

An entrepreneur with a proven track record of successful alliances and ventures, Swati is an hospitality professional from IHM Pusa. After graduating in 1990, She was roped in by Hyatt Regency, New Delhi in the area of Housekeeping. A consistent top performer with an eye for detail, she was recognized for her talents by Hyatt and subsequently awarded for it as well. After embracing her motherhood and giving birth to two wonderful boys, she joined Chefline Associates in 1998, spearheading QMS and Accounts since.

Swati, then moved into a role of a social entrepreneur and made an alliance with Kidzee, for operating a pre-school ensuring early development and growth of kids and parents alike. She has been credited of having faith of more than 1000+ parents and subsequently awarded 5 consecutive A+ ratings from Kidzee. She has proved herself as a highly skilled people management individual.

Mudit Ahuja (Project Sales)

A young and a brilliant individual with an education in Hospitality Management from Le Cordon Bleu India, G.D Goenka University, Mudit believes that he has garnered the requisite skills to call himself a change bearer in the hospitality industry.

He comes from resplendent beliefs backed by a plethora of experiences, training, and internships, some of which include: Amerex Fire Suppression Systems, Cheflines Associates Kitchen Solutions, and an internship with the coveted ITC Maurya, New Delhi in all core departments. Mudit directs a commissary kitchen in New Delhi and is the visionary founder of a bakery company - MAD Gourmet.

With an experience spanning more than 6 years and memberships with organizations like FSAI (Fire & Security Association of India) coupled with bright ideas and skills like planning & rendering of commercial kitchens and a Ground root level understanding of the hospitality industry, he believes in delivering nothing but the very best.

Brands

Chefline has set up a state of the art manufacturing unit(s) of Kitchen Equipment at an industrial town approximately 70 Kilometres from New Delhi. The company shifted its existing shop floor to the first unit which was built in 2003 and has 12000 sq. ft. at -Bhawani in Rajasthan. The company's added its second shop floor in 2013 and has 5500 sq. ft. at Chopanki Industrial Area, Bhiwandi, Rajasthan. The company thus claims to be one of the largest units in terms of space, manpower, plant machinery, having facilities under one roof in northern India to manufacture commercial kitchen equipment of high quality.

Brands



The Chefline group is made of up diversified and specialised brands that cater to markets of specific and customised needs.

1. Chefline Group

With over 10,000 shop drawings and layouts drawn for over 5000 customers and over 8000 complete kitchens delivered, Chefline offers around 500 products for sale in the SS 304 stainless Steel segment.

2. Amerex India

In 2011 Amerex India was born to provide the Indian subcontinent with high quality UL Certified Kitchen Fire Suppression Systems.

3. Refrigeration Equipment India by Chefline

In 2015, Chefline added a specialized unit for manufacturing high quality Refrigeration Equipment – pure SS 304 build with Danfoss compressors

4. Class Hospitality Consultants

In mid 2016, Chefline added a dedicated wing for Facility Planning, Project Management and Hotel Management Services

5. SS Hoods by Chefline

A range of UV backed hoods and ventilation systems, UV eats through the grease in the hoods allowing for low maintenance.

6. Chefline Healthcare

Upcoming brand, foraying into the healthcare sector with UV Sanitising stations and employee protection kits.

Project Details

Complete Marketing Plan For Mass Market Bread with Reference to 5C's of Marketing

Chefline had set up a Commissary based business to showcase their line of equipment as a model kitchen which also supplies semi-finished goods to hotels, restaurants and institutions who do not have capital to set up an additional bakery outlet. In the wake of coronavirus, the company has now launched its own daily bread loaf supply to all residents of Delhi NCR.

The project allotted to us is based on the 5C's Marketing; **Company, Collaborators, Customers, Competitors and Climate.**



Company

We are to evaluate the product strengths of the company and product as a whole and deliver marketing briefs as per the company strategy.

Collaborators

The company expects us to identify partners to sell breads to and distributors who can add value to the organization. The bread is priced at a premium and is for customers who appreciate quality into their daily consumption of products.

Customers

We are to create a customer persona for the company that will be used to create a social media campaign for the same and help refine promotion strategy for the company.

Competitors

Analyze competition business model like Harvest, Mrs. Bector and Britannia.

Climate

Understand the requirement of various licenses to sell and improve the validity of the product.

What is the 5c Analysis?

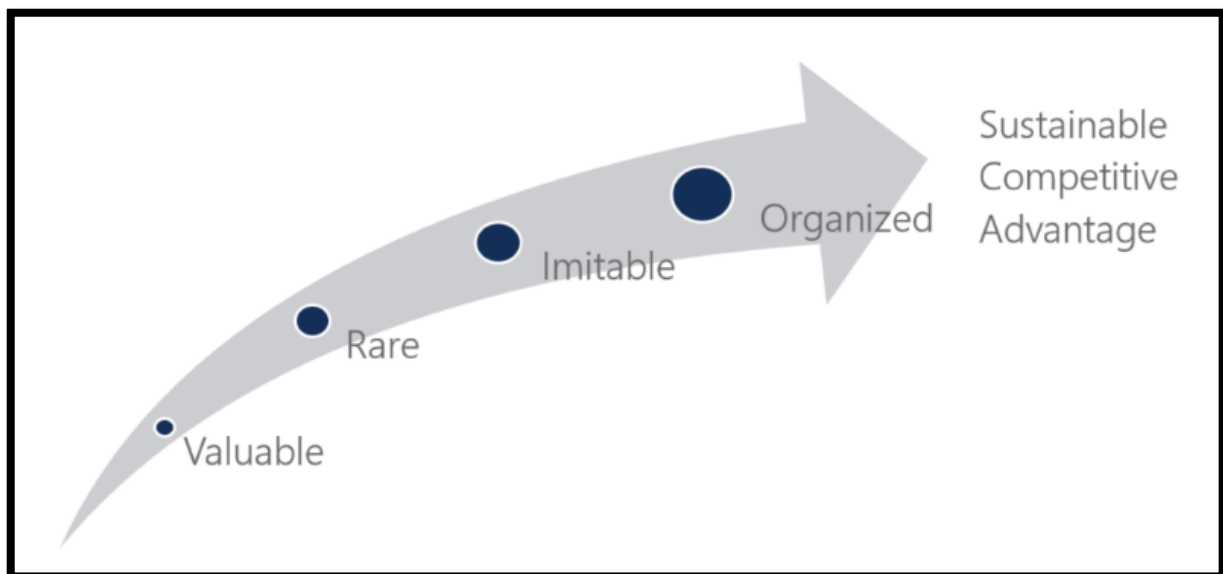
5C Analysis is a marketing framework used to conduct situation analysis and analyse the company's ecosystem. Conducting a situation analysis is one of the important steps in identifying the research problem. A situation analysis involves examining the external environmental factors and internal organizational capabilities that impact how a company operates. The 5cs are as follows:

- **Company**
- **Collaborators**
- **Customers**
- **Competitors**
- **Climate**

Now let us understand the role of each C in this analysis :

Company

Whenever one is analysing the organization using the 5c framework, the point of focus is to identify the company strengths and weakness as well as to discover if company has any **sustainable competitive advantage** over others in the form of economies of scale, technological advancements, brand equity etc. The VRIO (Variable Rare Imitable Organisation) model is being used to identify if company assets provides the sustainable competitive advantage to the overall business model.

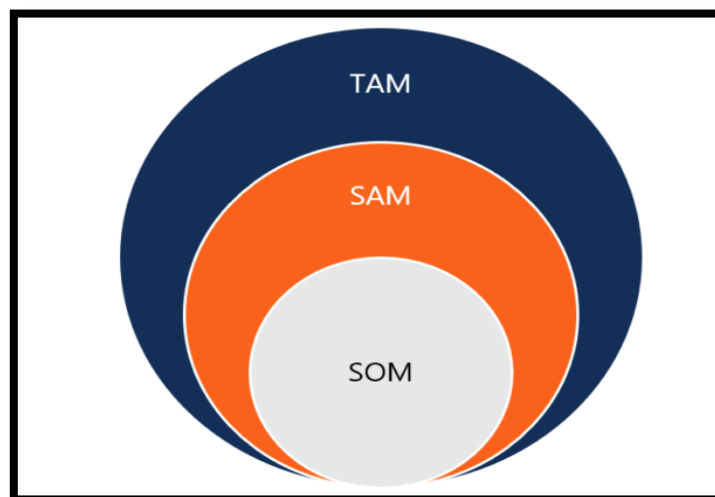


Collaborators

These are a group of people who form the part of upstream integration. They are the suppliers, distributors, alliances and partners that enhance the company's supply chain and provide them with goods or services at time. It ranges from spot contracts to quasi vertical integration. Analysis on the collaborators help you realise that more people are required to run a business than one would have thought of. It helps to track down which people are responsible for which task and helps the manager to know whom to contact if a problem arises.

Customers

These are a group of people for whom you run the business. They are the buyers of your product and services in the market. Analysing this group of people helps to answer questions like what is the total market size and segments, what are the purchasing habits, trends and buying pattern for different products, what is the overall customer satisfaction, etc. one can make the necessary decisions on the production level, product changes after having answers to these questions. The customers are broken down into three main sizes- Total Available Market, Serviceable Available Market and Target Market.

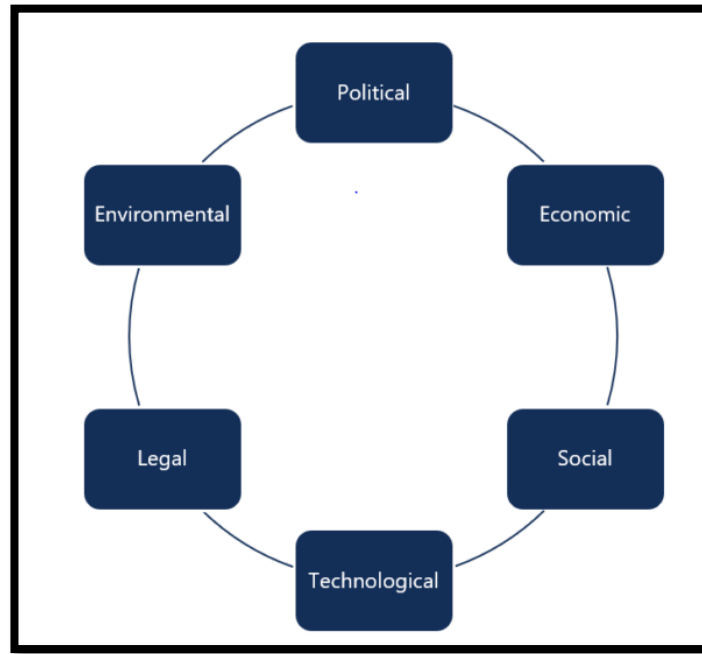


Competitors

Competitors are the ones who are operating in the same industry as the company for which analysis is being conducted. While analysing the competitors, the company needs to find out what is the current market share of different customers, what are their strength and weakness, what are the threats prevailing over them and what opportunities exist for them in the current market scenario. One needs to study about the products of other company and how it is attracting more customers if the case may be. If one needs to survive and excel, one needs to know all the time about their competitors' move and make decisions accordingly.

Climate

Dealing with the Climate in which a focal company operates is usually carried out with the help of PESTLE analysis. It includes the macro and other factors over which the business have no or limited control. Changes in these contextual factor usually impacts the whole industry than a particular small business unit. If a company gets advantage through these it does not translate into sustainable advantage or vice versa.



Project Course

Particulars	Course of Action	Outcome Expected
Company	Analyze the advantages of the company and the product w.r.t USP. Also Analyze the possible disadvantages that may become a threat to the company	Clearly highlight Threats and Opportunities
Collaborators	Identify possible vendors and distributors in the target market. Calling on a daily basis to approve sampling and push products with vendors	Identify Business Outlets
Customers	As per the analysis of the company and product, we define a customer persona and identify our target market	Develop Targeting Strategy
Competitors	Competition analysis to be made on two counts. Existing bread products available with distributors. Range of INR 2 within our pricing to find out competition.	Understand Current Market Scenario
Climate	Analyzing the everchanging environment in the wake of coronavirus and lockdown	Understand the legal and environmental implication of coronavirus

Our Work



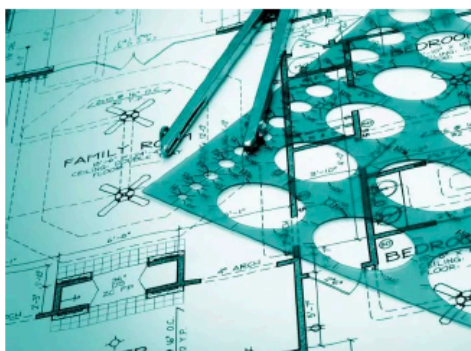
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SS Hoods by Chefline

SS Hoods by Chefline is our endeavor to bring function, safety and precision into the area of kitchen ventilation systems. We work closely with your team at the initial stages of planning your facility to understand the vision behind your project and execute it to industry leading standards.

WHY US?



DESIGNING

Our in-house designing team takes care of all your planning woes. We use industry standard specifications along with physical site inspections (CFM Calculations, Fire Suppression requirements etc.) and deliver precise shop drawings down to the minutest details that helps in the perfect product fit operations every time. Our detailed sectional advanced drawings give a realistic idea to visualize how your facility will look like at the hands of qualified professionals of our team.



INSTALLATIONS

Our installation team is competent and experienced in their field. We carry the necessary site certifications and maintain all possible safety standards. Our engineers strive towards excellence in each and every project they undertake and are carefully vetted to ensure that they are fully trained and have adequate experience in their field of operation. Chefline strives to keep up with the changing demands of the industry in order to deliver the nothing but the best. Our policy of managing projects closely, adhering to strict safety guidelines and demanding the highest quality workmanship, we continue to build our reputation for completing projects on time and within budget using the most efficient solutions.



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AMEREX KP RESTAURANT FIRE SUPPRESSION SYSTEM

Amerex offers two systems to meet the industry's varying needs. With the Amerex KP Restaurant Fire Suppression System you get appliance-specific coverage that typically offers lower initial cost. The KP system is ideal for uses where appliance location is fixed such as in fast food chains, casual dining, cruise ships and school cafeterias.

AMEREX ZD RESTAURANT FIRE SUPPRESSION SYSTEM

The Amerex ZD Restaurant Fire Suppression System adds greater flexibility by letting you reconfigure a kitchen or move appliances without moving nozzles. Because of its adaptability, this system is the most cost effective choice over the life of the system. The ZD system was designed with fine dining, culinary schools, military facilities, hotels and hospitals in mind.

TWO PRONG ADVANTAGES



GREASE FILTERS

Our filters are manufactured from the best in class stainless steel - SS304 and designed ergonomically for easy removal and installation. Our grease filters collect grease and stop flames from penetrating into the hood exhaust ductwork.

The solid construction of each hood filter ensures a reliable flame barrier when you need it. Practising efficient grease removal lowers the risk of incidents such as flare-ups ultimately puts less pressure On your fire suppression systems



UV FILTERS

Chefline has strived to find creative solutions to long term issues that aid our clients in multitudes.

Hence is the addition of UV Elements into our reliable ventilation systems.

UV filtration reduces the need for duct work cleaning and can prove more efficient than conventional filtration methods. The UV Filtration works by using UVC lamps to break down organic material by a combination of photolysis and ozonolysis and destroys odours more efficiently and is cost effective than conventional systems over a standard lifetime of products.