



MBA- FT 2020-22 SUMMER INTERNSHIP PROJECT



PROJECT TITLE:

**Research on
Creating Promotional Content for Target
Customers**

SUBMITTED BY:

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Authentic Food Stories

PROJECT DETAILS

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Company Name	Authentic Food Stories
Organization Guide	Ms. Savithri Swaminathan Founder & CEO, Authentic Food Stories
Institute Name	Institute of Management, Nirma University, Ahmedabad.
Faculty Mentor	Dr. Samik Shome Institute of Management, Nirma University, Ahmedabad.
Purpose of Report	Submitted as partial fulfilment of the requirement of the MBA Course (2020-2022)

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The internship opportunity with **Authentic Food Stories** was an amazing opportunity for learning and professional development.

I would like to use this opportunity to express my deepest gratitude and special thanks to my mentor for the project **Ms. Savithri Swaminathan, Founder & CEO**, who in spite of being extraordinarily busy with her duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization.

Also, I would like to express my gratitude to **Dr. Samik Shome**, the guide for my Summer Internship for his insightful suggestions, encouragement and constant evaluation during my internship.

EXECUTIVE SUMMARY

The report is a research on current and prospective customers. Based on primary and secondary research we were able to identify key marketing techniques to better understand the target customer base and create quality promotional content. The research also includes a comparison study on the market leaders in the industry and highlighting points of differentiation from the same. The learnings and conclusion part shows the output of the project and the knowledge gained from it. It also shows the insights that we have gained about the content marketing for the online food delivery industry.

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I. INTRODUCTION

Authentic Food Stories was created out of passion for food and love for cooking. They represent themselves as foodie explorers who experiment with different cuisines and research the recipes, particularly their history and evolution with time. It was based on the fact that such a rich heritage and culture of food, it is not easy to get it from the restaurants. But in big cities, there are people from different parts of India who cook their traditional authentic cuisine at home every day for their families. Their endeavour is to make that authentic homemade food from different regions of India (and the world!) accessible to customers - via these experts living in the neighbourhood.

They are a Mumbai-based company. Authentic Food Stories is the brainchild of Savy, an alumnus of Indian Institute of Management, Bangalore. She has over 22 years of corporate experience with multinationals like WPP and Unilever in 4 different countries. After returning to India and working with HUL in Mumbai, she finally decided to follow her passion for food and cooking and set up Authentic Food Stories in September 2018. She is interested in food from different regions and combines her love for history with the regional cuisines to discover historical aspects and stories of different dishes. That is how the thought of “AUTHENTIC FOOD STORIES” came about. She is well supported at home with her foodie husband and enthusiastic teenage girls who are always ready to experiment both with their cooking and with their eating!

RESEARCH BASED PROJECT

1. OBJECTIVE

Authentic Food Stories believes that it can provide the authentic cuisines, which are not easily available in restaurants, right to the customer's doorstep. They use a community of home chefs to prepare and deliver from a dynamic menu, to the local customers. The objective as part of my internship project was as follows:

- Conducting primary research on the focus areas of the company.
- Researching and creating content on the various themes for the Blogs.
- Creating promotional content for special events and offers by the website to engage customers.
- Interaction with customers to get insights and feedback to enhance the value of the experience.

Authentic Food Stories also aims to leverage the content and stories to promote value proposition of the company and its goals.

II. METHODOLOGY

1. APPROACH

The project work began with formulating a brief introduction into the format of the company and their operations. The tasks were assigned periodically with predefined submission timelines. Following is the roadmap I followed throughout my internship:

- Week 1: Study the organization and getting familiar with their strategies.
- Week 2: Researching on focus areas and blog writing.
- Week 3: Event Blog and Promotion.
- Week 4: Researching more content for customer engagement through Blogs and invite more prospective customers through exposure.
- Week 5: Working on more Blogs for promotions for various special occasions.
- Week 6: Researching the menu and writing content for over 1000 menu items to go on the website.
- Week 7: Primary research into core pillars of AFS. Interacting with customers and home chefs.
- Week 8: Creating content for future promotions.

The data collected is majorly qualitative. The aim is to use the research to identify the key themes and origin stories of the menu and promote the unique concept to the current and prospective customers.

2. SOURCES OF DATA

The major source of data for the research has been both primary and secondary source. The data has been collected with the help of various secondary sources of data library and online journals, articles and blogs. Multiple relevant platforms in the field have been referred to obtain facts and hypothesis that can be used in creating content. Furthermore, information on relevant content in the Food and beverage industry was obtained via numerous online documentaries, case studies

and expert interviews carried out by different media houses and personnel. Multiple documentaries on food, recipes and their origin were featured on platforms like the Lifestyle channels, Reality Shows and Competitions, YouTube, Food Blogs, etc. Various online blogs managed by leading experts in the industry have also been referred to extract information to reflect Authentic Food Stories.

III. PROJECT DATA

1. FRAMEWORK

The task of designing an adequate and unique content marketing strategy involves primary and secondary research into current and prospective customer preferences. It also involves research into product design, in this case, the unique menu, and promoting it by generating interest.

The six main focus areas that I was asked to focus on as a part of marketing strategy was:

- Sharing stories and experiences of Chef's with the customers.
- Customer engagement through sharing recipes of famous dishes.
- Promoting Family and Heirloom recipes to highlight the authenticity of the menu.
- Romanticizing the Indian ingredients and dishes to generate interest towards core values of the company.
- Promoting the dynamic and personalized menu and provide an unforgettable experience.

Phase 1: Conducting a preliminary research using secondary sources.

This was an initial phase to get familiar with the company, and its vision, mission and format. This was essential to design the marketing strategy for the website and create content relevant to the objectives of AFS.

Phase 2: Writing blog articles for the website

This was one of the continuous responsibilities as the market research intern, from the ideation to execution of blog content, throughout the internship. I wrote around 15 blogs, under various themes to cover a wide range of topics related to AFS and their objectives.

Phase 3: Promotional Content for Special Events

This phase was also active throughout the internship, where promotional content for various Social Media posts was designed. This also included special events and promotional offers.

Phase 4: Writing Descriptions for all the Menu items in the database.

Under this section, the task was to write and edit descriptions of the entire Menu database, for the website. This, being a dynamic menu, consisted of over 1000 dishes, which rotated through the menu. It was done by maintaining the database where numerical code was assigned to all the dishes and the details like origin, description, food category and nationality or region could be accessed.

2. SOURCES

- **Documentaries and TV Shows**

Various documentaries on Food and lifestyle channels, TV Shows, served as the basic source of information on famous dishes and popular content in the food industry. Shows like Highway on My Plate, Pickle Nation, etc., gave a lot of insight into authentic Indian cuisines and the stories behind it.

- **YouTube**

Food Vloggers have their own YouTube channels, and have a huge amount of cultural diversity in terms of food and recipes. Also, a lot of travelogues in YouTube, gave deep insights into authentic Indian Cuisines and their Evolution through the History.

- **Food Blogs & Magazines**

These really helped in getting an idea about popular content and writing style to better market the website's signature dishes.

- **Instagram & other social media**

These creative platforms were a wealth of information on trivia about food history and Indian cuisines and their evolution overtime, and information of particular dishes.

IV. LEARNINGS

1. Market Insights

The degree to which a company is able to successfully maximize the use of its marketing content and unique format to make a space in online food delivery platforms is impressive. We live in a time where restaurant culture is gaining popularity, but this unique format delivers homemade meals to your doorstep maintaining the authenticity of flavours. Thus, the main priority of the company is to not only work on the operational side of the business, but to also spread the message that distinguishes them in the market.

The various ways which can be used to increase visibility and promote the message are:

- **Customer Insights:** Understanding customer's expectation and curiosity with the new concept.
- **Value Proposition:** Offering a unique experience, without any effort on part of the customers, at the comfort of their home.
- **Additional Benefits:** Not just the food but the story behind it, a way to promote the Indian culture, giving a heritage value to the menu.
- **Dynamic Menu:** Continuously offering variety, depending on the occasion or specialty of the home chefs. Also offering personalized and curated menu for Birthdays, Anniversaries, etc.

V. RECOMMENDATIONS

1. **App Design:** Better interface for ease of access to the menu and navigation.
2. **Special Occasion Promotion:** Promotional content should be released well in advance for maximum footfall and orders, with periodic reminders and countdowns on social media platforms.
3. **Signature Dishes:** There needs to be periodic promotions for most popular dishes and better visibility.

VI. REFERENCES

- <https://authenticfoodstories.com/>
- <https://www.cntraveller.in/>
- www.youtube.com/
- www.instagram.com/