

PROJECT DESCRIPTION

The project involves collecting primary data from the consumers and vendors of organic foods. Based on the data, we found out the awareness level of the consumers on organic foods and the price premium that the consumers are willing to pay for organic foods over and above the normal foods. Apart from the above said things, we suggested the preferred distribution channel, pack sizes for different products. Recommendations have been given on the potential areas for introducing organic foods, target segment for different price premium levels, etc.

This is the group project undertaken by us (out of our own interest) under the banner of RMAX (Rural Managers' Association of XIMB).