

Bingo Chips

Parent Company

ITC Limited

Category

Wafers

Sector

Food Products

Tagline/ Slogan

No confusion great combination

USP

The crunchiest potato chips

STP

Segment

People who want to have between meal snacks

Target Group

Youth of Lower, middle income

Positioning

Great chips with great flavors

SWOT Analysis

Strengths

1.Excellent branding and advertising on TVCs and print ads

2.Excellent distribution and availability

3.Great variety of flavors gives customers options

4. Reasonable pricing ensures spontaneous purchase

5. Strong backing of ITC Limited brand name

Weaknesses

1.Health conscious people avoid High fat and cholesterol in potato wafers

2. Wafers have high customer brand switching, hence difficult to understand customers

Opportunities

1.Leverage successful brand ITC

2.Advertise more to attract target group

3.Buy out smaller competition and tie-ups with resort, food chains

Threats

1.Threat from local substitute snacks

2.Reduced consumption by health conscious people

Competition

Competitors

1.Lays

2.Haldirams Wafer

3.Parle Wafers

4.Local Wafer