



## Capturing the Cheese Market @ Specialty Restaurants & Retail Stores

*-Vanam Organic Milk Ltd.*

*-Dec. 2018.*

Relatively new entrant in the A2 liquid milk market in Bengaluru & parts of Tamil Nadu Intended to diversify to other dairy products like Cheese/Paneer/Mozzarella / Pizza Cheese etc...

The students of BSBS bagged this opportunity to capture:

1. The varieties consumed, quantities, popular brands & buying price@ **Specialty restaurants.**
2. Estimate the current demand & price points -SKU & MRP of cheese products across **retail** shelves of GNB, Namdhari Fresh & other Natural/Organic food stores.

***What are specialty stores & restaurant? What is marketing intelligence? How can new entrants like "Vanam Organic Milk "differentiate in terms of Price & Product?***

***Ask our "BuSiBeeS" .....***