

Exploring Business Opportunities for Reitzel Products in Jammu and Kashmir

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Abstract

The present study investigation entitled “A study of new business opportunities for Reitzel Products in Jammu and Kashmir” Hugo Reitzel offers a full range of the highest quality condiments, mustards, oils and dressings. A creator by vocation, Hugo Reitzel constantly introduces new specialties, driving the market towards more innovation and even higher standards of quality and customer satisfaction. The study was carried out on the basis of primary and secondary data. The present study has been conducted in Jammu and Kashmir to identify the market potential of the company, ten prominent hotels has been selected from each city. Thus in total 20 samples have been drawn from the study area. The study used Henry Garret ranking technique for knowing the preference towards food stuff in streamlining company’s base to market its products. The study revealed that the Indian food stuff has occupied 1st rank, Chinese 2nd rank, Italian 3rd rank, Germany 4th rank, Spanish 5th rank and French 6th rank in terms of preference respectively and thus streamlined high demand of the Reitzel products in the markets at Jammu and Kashmir. Out of 20 hotels, 16 were using Jalapenos (80.0 per cent) and rest of them are not using jalapenos and in case of Gherkins 12 are using (60.0 per cent) in Italian food. In Chinese food, out of 20 hotels, 17 were using Jalapenos (85.0 per cent) and 5 were using Gherkins (25.0 per cent) and in Indian food out of 20 hotels, 12 were using Jalapenos (60.0 per cent) and 15 were using Gherkins (75.0 per cent).

Keywords: Hugo Reitzel, Hotels, Continental Food

Reitzel is a family-owned company that was successively managed by Hugo Reitzel. Hugo Reitzel offers a full range of the highest quality condiments, mustards, oils and dressings. A creator by vocation, Hugo Reitzel constantly introduces new specialties, driving the market towards more innovation and even higher standards of quality and customer satisfaction. Hugo Reitzel is simply committed to delivering the best. They select and harvest the raw materials with utmost care and apply the strictest quality and traceability standards, from the field to the store shelf. They have developed organic products for some of our ranges. They carefully monitor good agricultural and social practices with farmers, suppliers and in our factories. The food processing industry has recorded an annual output

growth rate (CAGR) of 7.42 per cent during the study period. Among the five large sectors, three sectors have recorded growth rate more than the average; these are, oil and fats (7.60 per cent), grain (8.27 per cent) and dairy (8.10 per cent). However, a number of “emerging sectors” have recorded higher growth than the overall average growth rate of the food processing industry; these are; soft drinks and syrups (15.35 per cent), spirits and alcohol (8.45 per cent), malt and liquors (9.06 per cent), confectionary (12.68 per cent). This reveals that the “emerging sectors” are responding to the changing demand pattern of the consumers by making available more and more of such products. India is one of the world’s largest producers as well as consumer of food products, with the sector playing an important role

in contributing to the development of the economy. Food and food products are the largest consumption category in India, with a market size of USD 181 billion. Domestically, the spending on food and food products amounts to nearly 21% of the gross domestic product of the country and constitutes the largest portion of the Indian consumer spending—more than 31% share of wallet. Going forward, the Indian domestic food market is expected to grow by nearly 40 percent of the current market size by 2016, to touch USD 258 billion by 2016. The present study was undertaken to search the various food services in continental hotels and restaurants of Jammu and Kashmir and to find out the substitutes presently used in hotels for Reitzel products.

MATERIALS AND METHODS

The present study was conducted in Jammu and Kashmir to identify the market potential of the company. Ten prominent hotels were selected from Jammu and Srinagar city. Thus in total 20 samples have been drawn from the study area. The Secondary data was collected for comparative study of Reitzel India with other food processing brand. The literature survey and the references are taken from the official website Reitzel India, different journals, magazines etc. After collecting the data the results was analyzed by using pie chat, bar chart, percentage method and Henry Garret ranking technique.

RESULTS AND DISCUSSION

Demographic indicators

The Table 1 represents the education of the

respondent. It is evident from the table that 7 (35.0 per cent) respondents education level fall in the category of was diploma in hotel management and 13 (65.0 per cent) respondents education level fall in the category of graduation in hotel management respectively.

Table 1: Education level of chefs of selected hotels

Education/Qualification	Respondents	Per cent
Diploma in Hotel Management	7	35
Graduation in Hotel Management	13	65

The occupation of the respondents in the study area is presented in Table 2, which revealed that out of 20 respondents, 19 (95.0 per cent) respondents were chef and only 1 (5.0 percent) respondent was Purchase manager in the sample area.

Table 2: Occupation level of chefs of selected hotels

Occupation	Respondents	Per cent
Chef	19	95
Purchase Manager	1	5

The results shown in Table 3 and Table 4 revealed that out of 6 continental foods, the K.C Residency, The white Hotel, Fortune inn Riviera were providing most of the continental food i.e.5 continental foods (83.33 per cent) each in the case of Jammu region while as Vivanta Dal view is providing 5 continental foods (83.33 per cent) and Hotel Grand Kashmir is providing 4 continental foods (66.67 per cent) in Kashmir region of Jammu and Kashmir state of India.

Table 3: Cuisines offered by different hotels restaurants in Jammu region

Name of the Hotel	Type of Continental Food						No. of Cuisines (%)
	Italian	Spanish	Chinese	Indian	French	Germany	
Hotel 17 Miles	Yes	No	Yes	Yes	Yes	No	4 (66.67)
K.C Residency	Yes	Yes	Yes	Yes	Yes	No	5 (83.33)
Hotel Meridian Palace	Yes	No	Yes	Yes	No	No	3(50.00)
Country Inn and Suites by Carlson	Yes	No	Yes	Yes	No	No	3(50.00)
The White Hotel	Yes	Yes	Yes	Yes	Yes	No	5(83.33)
Fortune Inn Riviera	Yes	No	Yes	Yes	Yes	No	5(83.33)
Hotel Asia	Yes	No	Yes	Yes	No	No	3(50.00)
Hari Niwas Palace	Yes	No	Yes	Yes	Yes	No	4(66.67)
Hotel Jammu International	Yes	No	Yes	Yes	No	No	3(50.00)
Asoka new Diamond Hotel	Yes	No	Yes	Yes	Yes	No	4(66.67)

Table 4: Cuisines offered by different hotels/restaurants in Kashmir region

Name of the Hotel	Type of Continental Food						No. of Cuisines (%)
	Italian	Spanish	Chinese	Indian	French	Germany	
Valley Orchid	Yes	No	No	Yes	Yes	No	3(50.00)
The Grand Mamta	Yes	No	Yes	Yes	No	No	3(50.00)
Hotel Grand Kashmir	Yes	No	Yes	Yes	No	Yes	4(66.67)
Hotel Riviera	No	No	Yes	Yes	Yes	No	3(50.00)
Vivanta Dal View	Yes	Yes	Yes	Yes	Yes	No	5(83.33)
Hotel JH Bazaz	No	Yes	No	Yes	No	No	2(33.33)
The Lalit Grand Palace	Yes	No	No	Yes	No	Yes	3(50.00)
Batra Hotel	Yes	No	No	Yes	Yes	No	3(50.00)
Hotel Pacific	Yes	No	Yes	Yes	No	No	3(50.00)
Hotel Milad	Yes	Yes	No	Yes	No	No	3(50.00)

There is a huge scope of expanding the business in the state of Jammu and Kashmir, as it is categorically studied that there is a lot of potential and scope for the selected products of the particular company.

The consumers' preference towards different cuisines in sample area (Table 5 & Table 6) depicted that in terms of preference is considered in the sample area, out of the various continental foods, the Indian food stuff fall in the 1st rank, Chinese (2nd rank), Italian

(3rd rank), Germany (4th rank), Spanish (5th rank) and French (6th rank) respectively by using the Garret ranking method.

The results thus revealed that the Indian food stuff has already gained a market in the sample area and thus has widened and opened the scope for the particular company to market its products in the state of Jammu and Kashmir in large extent.

Table 5: Customers preference towards different cuisines in sample area

Name of the continental food	Rank						Person position 100* (Ri-0.5)/N	Garret Value
	1	2	3	4	5	6		
Italian	1	8	10	0	0	0	2.5	88
Spanish	0	0	3	0	0	0	7.5	78
Chinese	5	9	0	5	0	0	12.5	73
Indian	18	0	0	0	2	0	17.5	69
French	0	0	13	0	0	0	22.5	65
Germany	1	0	0	0	0	0	27.5	62

Table 6: Ranking of various continental foods

Name of the continental food	1*88	2*78	3*73	4*69	5*65	6*62	Total	Average	Rank
Italian	88	624	730	0	0	0	1442	72.1	III
Spanish	0	0	219	0	0	0	219	10.95	V
Chinese	440	702	0	345	0	0	1487	74.35	II
Indian	1584	0	0	0	130	0	1714	85.7	I
France	0	0	949	0	0	0	949	47.45	IV
Germany	88	0	0	0	0	0	88	4.4	VI

The Table 7 represents the usage of Jalapenos and Gherkins in the different Cuisines. It is clear from the table that out of 20 hotels, 16 (80.0 per cent) were using Jalapenos and rest 4 (20.0 per cent) are not using jalapenos and in case of Gherkins 12 (60.0 per cent) and rest 8 (40.0 per cent) are not using Gherkins in Italian food. In Chinese food, out of 20 hotels, 17 (85.0 per cent) were using Jalapenos and 5 were using Gherkins (25.0 per cent) and in Indian food out of 20 hotels, 12 were using Jalapenos (60.0 per cent) and 15 were using Gherkins (75.0 per cent).

Table 7: Usage of Jalapenos and Gherkins in different cuisines

Name of the food	Products	No. of hotels	Yes (%)	No (%)
Italian	Jalapenos	Yes	16	80
		No	4	20
	Gherkins	Yes	12	60
		No	8	40
Spanish	Jalapenos	Yes	15	75
		No	5	25
	Gherkins	Yes	8	40
		No	12	60
Chinese	Jalapenos	Yes	17	85
		No	3	15
	Gherkins	Yes	5	25
		No	15	75
Indian	Jalapenos	Yes	12	60
		No	8	40
	Gherkins	Yes	15	75
		No	5	25
French	Jalapenos	Yes	9	45
		No	11	55
	Gherkins	Yes	4	20
		No	16	80
Germany	Jalapenos	Yes	5	25
		No	15	75
	Gherkins	Yes	5	25
		No	15	75

The Table 8 represents the usage of selected products per dish in grams. The result of the selected table depicted that among the various continental foods viz : Italian , Spanish, Chinese, Indian, French and Germany, the most of the usage of Jalapenos and

Gherkins is in Italian food per dish i.e.(140.75 gms) followed by the Indian (32.3 gms) respectively . hence the result revealed that the cuisines of the respective company is having a wider demand for the Italian and Indian in the sample area of the study.

Table 8: Quantity used of Jalapenos and Gherkins

Name of the continental food	Usage per dish in (gm)
Italian	140.5
Spanish	5.85
Chinese	21.5
Indian	32.3
French	21.75
Germany	15

The Table 9 represented the hotel using standardized or local brands so the table depicted that out of 20 hotels, 15 prefer standardized brand (75.0 per cent) and 5 prefer local brand (25.0 per cent). so thus from the result it is clear that most of the respondents are of the view that quality is a matter of concern for their business hence has opened the scope for the particular company to establish its business in the same area.

Table 9: Preferences of standardized or local Jalapenos and Gherkins

Brand	No. of hotel	Per cent
Standardized	15	75
Local	5	25

CONCLUSION

The majority of the hotels serving continental food in Jammu and Kashmir provide an insight about the ranking of the cuisines as per the customer preference. Among different cuisines, the usage of Jalapenos and Gherkins was highest in Chinese cuisines, followed by Italian, Spanish, Germany, Indian, French and Germany. Most of the hotels are using standardized brand but they also wanted to try some other brands too as due to the non availability of branded stuff and thus marked a huge opportunity for Reitzel brand to establish its venture and market its products in the selected study area. It is suggested that the company should try to adopt the strategy of promotional and awareness models

by hiring executives to promote their brand in the sample area. The company should also try to amend its price policy, as a price penetration strategy, which will surely help in increase the base of the company in the state of Jammu and Kashmir.

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