



International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206

Volume 8, Issue 2, February 2025



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSSET)

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Carni Chicken Chips

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ABSTRACT: The Indian snacking industry, valued at \$66 billion, presents a significant gap in the ready-to-eat non-vegetarian segment, despite 70% of the population identifying as non-vegetarians. Carni Chicken Chips aims to bridge this gap by introducing a high-protein, gluten-free, and keto-friendly chicken-based snack that caters to health-conscious individuals, fitness enthusiasts, and urban non-vegetarians. With a robust market strategy leveraging influencer marketing, quick-commerce distribution, and strategic pricing, the brand plans to penetrate Tier 1 and Tier 2 cities through platforms like Blinkit, Zepto, Swiggy Instamart, and Big Basket, eventually expanding to Amazon, Flipkart, and offline retail.

A strong financial model ensures sustainable growth, with a pricing strategy of ₹80-₹120 per pack, a 50% profit margin, and projected monthly sales growth of 5%. The competitive advantage lies in its affordability compared to imported alternatives, extended shelf life, and innovative distribution through vending machines in gyms, offices, and universities. Additionally, Carni Chicken Chips adopts a structured business model, focusing on co-branding with fitness brands, legal compliance, sustainability, and ethical business practices.

By combining innovation, strategic marketing, and consumer-driven product development, Carni Chicken Chips is poised to disrupt the Indian snacking industry, offering a nutritious and flavorful alternative for modern consumers. Through meticulous planning and execution, the brand aims to establish itself as a leader in the evolving health-conscious snacking landscape.

I. INTRODUCTION

In this fascinating world of treats made with fowl! Convenient, tasty, and healthful snacks have become more and more in demand in recent years, which is a great chance for creative business people. With consumers looking for healthier substitutes for conventional snacks, the market for chicken chips-a delicious combination of flavor and health-has become a lucrative niche.

We at Carni Pvt. Ltd are excited to launch our iconic range of chicken chips because we see the enormous potential of this growing market. Our goal is to change snacking by providing a delicious, guilt-free option that meets the changing needs of health-conscious customers. It seems simple, but it's profound.

This business plan serves as a blueprint for the establishment and growth of our chicken chip enterprise. Within these pages, we will outline our market analysis, product offerings, marketing strategies, operational plans, and financial projections. Through meticulous planning, strategic execution, and unwavering dedication to quality, we aim to position Carni Pvt. Ltd as a leader in the chicken chip industry.

II. VALUE PROPOSITION

In a realm inundated with mundane snack options, Carni Chicken Chips emerges as a revolutionary force, redefining the very essence of snacking with its unparalleled value proposition. Crafted with meticulous care and unwavering commitment to quality, each bite of Carni Chicken Chips encapsulates a symphony of flavors, nutrition, and innovation, setting a new standard for excellence within the snacking industry.



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At the heart of Carni Chicken Chips lies an unwavering dedication to purity and authenticity. Unlike conventional snacks that rely on processed ingredients and artificial additives, Carni Chicken Chips proudly boasts a recipe crafted from the finest 100% chicken breast, carefully infused with the wholesome goodness of bone broth and egg whites. This harmonious blend of premium ingredients not only imparts a rich, savory taste but also ensures a nutritional profile of unparalleled excellence.

Central to the allure of Carni Chicken Chips is its exceptional protein content—a testament to its unwavering commitment to promoting health and wellness. Each delectable packet of Carni Chicken Chips is packed to the brim with a generous serving of 20 grams of pure, unadulterated protein, making it the perfect indulgence for health-conscious consumers and fitness enthusiasts alike. Whether as a post-workout pick-me-up or a guilt-free snack between meals, Carni Chicken Chips stands as a beacon of nourishment and vitality in a sea of empty calories and processed junk.

Beyond its nutritional prowess, Carni Chicken Chips boasts an impressive shelf life of six months, ensuring maximum freshness and convenience for consumers on the go. Whether stashed in a gym bag, desk drawer, or pantry shelf, Carni Chicken Chips stands as a steadfast companion, ready to satisfy cravings and fuel adventures at a moment's notice.

Moreover, Carni Chicken Chips transcends the confines of traditional snacking, offering a culinary experience that caters to the diverse preferences of non-vegetarians and fitness enthusiasts alike. With its bold flavors, satisfying crunch, and wholesome ingredients, Carni Chicken Chips invites consumers to embark on a journey of taste and discovery, one bite at a time.

In essence, Carni Chicken Chips epitomizes the convergence of taste, nutrition, and convenience, ushering in a new era of snacking that celebrates health, wellness, and culinary excellence. With its unrivaled value proposition and unwavering commitment to quality, Carni Chicken Chips stands poised to captivate the hearts, minds, and taste buds of consumers far and wide, one delicious chip at a time.

III. TARGET CUSTOMERS

Carni Chicken Chips targets a diverse consumer base, focusing on non-vegetarians in Tier 1 and Tier 2 cities, health-conscious individuals, and fitness enthusiasts. Urban non-vegetarian consumers, with their dynamic lifestyles and preference for bold flavors, form the core audience, embracing Carni Chicken Chips as a flavorful alternative to conventional snacks. Health-conscious individuals seeking nutritious, high-protein, and gluten-free snacks align with the brand's commitment to quality and transparency, making it a preferred choice for guilt-free indulgence. Meanwhile, fitness enthusiasts, who prioritize nutrition to fuel their active lifestyles, find Carni Chicken Chips an ideal protein-rich companion to support their performance goals. By catering to these distinct yet interconnected segments, Carni Chicken Chips establishes itself as a brand that seamlessly blends taste, nutrition, and convenience, redefining the snacking experience for consumers across India.

IV. MARKET STRATEGY

Carni Chicken Chips employs a dynamic marketing strategy that leverages influencer collaborations, digital marketing, and targeted branding efforts to establish a strong market presence. The brand partners with fitness influencers to promote the product, runs social media ads aimed at health-conscious consumers, and conducts taste-test events in gyms and fitness centers to drive engagement. Its distribution strategy follows a phased approach, initially launching on quick-commerce platforms like Blinkit, Zepto, Swiggy Instamart, and Big Basket, with later expansion to Amazon, Flipkart, and offline retail outlets. To enhance brand visibility, Carni Chicken Chips introduces the "Power Up with Protein" campaign, emphasizing its nutritional benefits while executing media outreach through health magazines, blogs, and YouTube fitness channels to reinforce its positioning as a go-to healthy snacking option.

V. FINANCIAL STRATEGY

Carni Chicken Chips adopts a robust financial strategy focused on optimizing revenue streams, managing costs efficiently, driving sales growth, and securing funding for expansion. The brand's primary revenue comes from the sale



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of its high-protein chicken-based snacks, leveraging its strong distribution network and co-branding partnerships with industry leaders like MyProtein, MuscleBlaze, and Epigamia to diversify income streams. A comprehensive cost management approach ensures optimal resource allocation, minimizing production, distribution, and marketing expenses while maintaining competitive pricing for long-term profitability. With an initial target of 3,000 units in the first month and a projected 5% monthly growth rate, Carni Chicken Chips aims for a 60% annual turnover increase, supported by strategic marketing and distribution efforts. Initially bootstrapped, the company plans to explore equity investment and debt financing as it scales, ensuring the capital required for market penetration and innovation. By prioritizing fiscal responsibility, strategic growth, and market adaptability, Carni Chicken Chips is well-positioned for sustained profitability, resilience, and industry leadership.

Financial Plan

- **Pricing Strategy:** ₹80 - ₹120 per pack.
- **Production Cost:** ₹45
- **Profit Margin:** ~50%.
- **Sales Projection:**
 - **Initial:** 3000 units/month.
 - **Growth Target:** 5% month-over-month, reaching 60% annual growth.
- **Funding & Investment:**
 - **Phase 1:** Bootstrapped with founder investment.
 - **Phase 2:** Seek equity investment from venture capitalists.

VI. COMPETITIVE ADVANTAGE

Carni Chicken Chips holds a strong competitive advantage through its unique product offering, providing high-protein, gluten-free, and keto-friendly snacks specifically designed for non-vegetarian consumers seeking healthier alternatives. Unlike imported competitor products priced at ₹200+ per pack, Carni Chicken Chips are affordably positioned at ₹80-₹120, making them accessible to a wider audience. With a six-month shelf life and resealable packaging, the product ensures convenience and longevity compared to fresh protein snacks. The brand differentiates itself further through a quick-commerce distribution model, leveraging platforms like Blinkit, Zepto, and Swiggy Instamart for rapid delivery while also planning vending machines in gyms, corporate offices, and universities to enhance accessibility. Additionally, Carni Chicken Chips adopts a targeted marketing approach, forming strategic partnerships with fitness brands, nutritionists, and influencers, engaging consumers through fitness challenges, sampling in gyms, and social media promotions to build strong brand positioning and attract health-conscious customers.

Legal Aspects

Compliance with food industry regulations is essential for Carni Pvt. Ltd. Key legal requirements include:

- **FSSAI Certification:** A license from the Food Safety and Standards Authority of India (FSSAI) is mandatory for selling processed food products.
- **Labeling Compliance:** Packaging must meet the Food Safety Standards Act guidelines, including clear nutritional information, allergen warnings, and expiration dates.
- **GST & Business Registration:** The company must be legally incorporated as a private limited company and registered under the Goods and Services Tax (GST) system.

VII. CONCLUSION

Carni Chicken Chips stands at the forefront of a revolutionary shift in the Indian snacking market, bridging the gap between growing non-vegetarian consumer demand and the limited availability of ready-to-eat protein-rich snacks. By offering a unique blend of affordability, nutrition, and convenience, Carni Chicken Chips is poised to carve out a distinct niche in the industry.

With a well-defined target audience, a competitive pricing model, strategic distribution channels, and a robust promotional strategy, Carni Chicken Chips has the potential to become a household name in the non-vegetarian snack category. As the Indian market continues to evolve and consumer preferences lean towards healthier, high-protein options, Carni Chicken Chips is well-positioned to lead this transformation.



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By leveraging innovation, quality, and a deep understanding of consumer needs, Carni Chicken Chips aims to redefine snacking for millions of non-vegetarian Indians. With a strong market entry strategy and a focus on long-term brand building, it is set to not only satisfy cravings but also establish itself as a dominant force in the Indian snacking landscape.

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