

# Tata Chemicals Magadi: Confronting Poverty in Rural Africa

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### Marketing Strategies

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- Tata held a contest in India called the Shakki Kitchen star contest
- Associate that with a South African media personality
- Promotions
- Giving away recipe books
- Price is equally the same

### Positioning in the market

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offer a competitive advantage

### The Target Market

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- Demographics
  - Age: 20-30
  - Gender: Male and Female
  - Occupation: Unemployed and the working class individuals
- Geographic
  - Small urban to large urban in and around South Africa
- Psychographics
  - Lifestyle
  - Open
  - Health conscious individuals
  - Find pleasure in cooking
- Demographic
  - Openness
  - Outgoing
  - Social class
  - Middle to upper

### Conclusion

- the market exists
- LETS BRING TATA Pulses:- Shakti to SOUTH AFRICA



### The South African Market

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#### The Competitors

AKILA  
Spar Lentils in a tin  
Spar Lentil  
KOO  
IMBO



#### Tata Chemicals

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Tata Chemicals is a leading Indian multinational company. It is a part of the Tata Group. The company is involved in the production and distribution of various chemicals, including fertilizers, pigments, and specialty chemicals. It is also involved in the production and distribution of various food products, including pulses, oil, and sugar. The company is committed to sustainable development and social responsibility.

Thecasesolutions.com is a website that provides information about various cases and solutions. It is a resource for students and professionals alike. The website is organized into different categories, including business cases, legal cases, and medical cases. It also provides information about various solutions and strategies for different problems. The website is updated regularly with new cases and solutions.

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*Tata Chemicals*

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*Tata Chemicals aims to touch people's lives in a way such that they can live better, eat better and work better. Through its wide range of products that find use in industries such as pharmaceuticals, food processing, food essentials, Tata Chemicals reaches out to millions of people across the world. The high quality of chemicals and ingredients made at Tata Chemicals go a long way in improving the lives of its people and that of the communities it operates out of. Its products at its manufacturing facilities in India, Africa, the UK and the US.*

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## *Pulses:i-Shakti*

*Tata Sampann dals ...Goodness ki Shuruat*

*At Tata Sampann, they believe that natural goodness is the way to a healthy, balanced life. Their dals are naturally healthy. They are sourced from reputed farms in India, supported by Tata's Good Agricultural Practices*

*Their dals have no added chemicals or colour and are unpolished—so there is no question of artificial stone powder or oil creeping into them. That means they retain their original nutritional value — from the farm to your home.*

*But that is not all. Our dals are processed in the most hygienic conditions, by state-of-the-art equipment, untouched by human hands. The premium quality grain is 100 percent laser-sorted, machine-cleaned and graded. That means our dals are ready to cook, with no impurities.*

*The qualities that Tata Chemicals are the ones we would like to bring to the South African market*



# *The South African Market*

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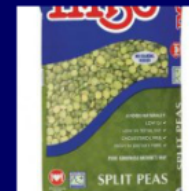
## The Competitors



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Spar Lentils in a tin

Spar Lentil



KOO

IMBO





*Consumers' Needs*

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- *Consumer are becoming more healthy*
- *The world is becoming more globalized*

*WE MEET BOTH OF THESE NEEDS*

# *The Target Market*

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### *Demographics*

- *Age: 25-55*
- *Gender: Male and Female*
- *Occupation: Housewives and the working class individuals*

### *Geographic*

- *Small urban to large urban in and around South Africa*

### *Psychographics*

- *Lifestyle:*

*Gym*

*Health cautious individuals*

*Find pleasure in cooking*

- *Personality:*

*Optimistic*

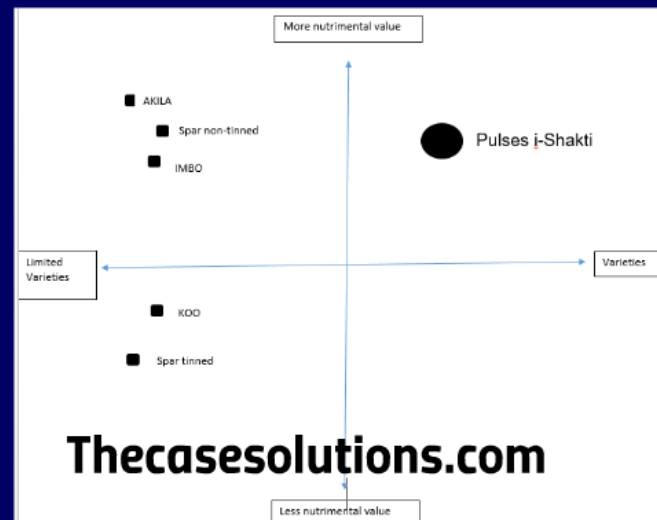
*Outgoing*

- *Social class:*

*Middle to upper*

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