

## Analysis of Sales of Ethnic Foods in Modern Trade

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### ABSTRACT

*The research paper on sales of ethnic foods in modern trade aims to understand the consumer behaviour for the consumption of Bikano products. An attempt is made for estimating the market size and market potential for Bikano products. Moreover, the paper also highlighted that how to conduct the promotional activities for Bikano. Further, an attempt is also made for identifying the satisfaction level of customers, increasing customer awareness regarding high-quality Bikano products and increasing product trial levels by distributing product samples among customers.*

**KEYWORDS:** Sales, Distribution channel, Channel management, Sales management, Retailer, Customer satisfaction.

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