



MARATHWADA MITRA MANDAL'S
COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC with "A" Grade
ISO 9001:2008 Certified, Awarded as Best College by Savitribai Phule Pune University
202 A, Deccan Gymkhana, Pune – 411004
principal@mmcc.edu.in, enquiry@mmcc.edu.in, www.mmcc.edu.in

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ENTREPRENEURSHIP DEVELOPMENT CELL

Report of Workshop on- "Scaling up your Family Business Sustaining Legacy"



Entrepreneurship Development Cell had organized a workshop on **20th October 2020 on the topic, "Scaling up your Family Business Sustaining Legacy"**. The resource person for the workshop was Mr. Sanjay Chitale who is an integral part of Chitale Bandhu Mithaiwale.

According to Mr. Sanjay Chitale for decades, Chitale Bandhu Mithaiwale has been synonymous with quality, tradition, and innovation in the Indian sweets industry. As a renowned family business, Chitale Bandhu has not only sustained its legacy but also expanded its presence across regions. This report explores key insights from Chitale Bandhu on scaling up a family business while maintaining its core values and heritage.

Chitale Bandhu's success lies in its ability to blend innovation with tradition. While staying true to age-old recipes and manufacturing techniques, the company continually innovates its product line to cater to evolving consumer preferences. By introducing new flavors, packaging, and marketing strategies, Chitale Bandhu attracts younger demographics without alienating loyal customers.

Maintaining consistent quality is paramount for sustaining a family business's legacy. Chitale Bandhu prioritizes quality control at every stage of production, from sourcing premium ingredients to implementing rigorous quality assurance processes. By upholding high standards, the brand earns the trust and loyalty of customers, ensuring repeat business and positive word-of-mouth referrals.

As family businesses grow, it becomes essential to strike a balance between professionalism and familial values. Chitale Bandhu has successfully navigated this transition by appointing skilled professionals to key management positions while retaining family members in leadership roles. This hybrid approach fosters a culture of accountability, transparency, and respect for tradition, ensuring the business's long-term sustainability. Expanding a family business requires careful strategic planning to maintain brand authenticity and relevance. Chitale Bandhu has expanded its presence beyond its hometown of Pune by establishing a network of retail outlets and distribution channels across India. However, the company ensures that each expansion retains the essence of its heritage, offering customers the same quality and experience synonymous with the Chitale Bandhu brand. Chitale Bandhu's journey offers valuable insights into scaling up a family business while sustaining its legacy. By embracing innovation, investing in quality, professionalizing operations, expanding strategically, and nurturing customer relationships, family businesses can thrive in an increasingly competitive market while preserving their heritage and values. As custodians of tradition and innovation, family businesses like Chitale Bandhu play a vital role in shaping the socio-economic fabric of their communities and leaving a lasting legacy for future generations.



Asso. Prof. S.M. Edke
HOD Commerce



Dr. Devidas Golhar
Principal

