

**A STUDY ON SALES PROMOTION WITH REFERENCE TO
BHARATHI CONSUMER CARE PRODUCTS PVT LTD,
GUNTUR**

*A project report submitted in partial fulfillment of the requirement for
the award of the degree of*

MASTER OF BUSINESS ADMINISTRATION



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**DEPARTMENT OF
MASTER OF BUSINESS ADMINISTRATION
St. ANNS COLLEGE FOR WOMEN
GORANTLA, GUNTUR
Andhra Pradesh
2018-2020**

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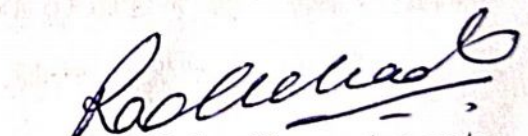


CERTIFICATE

This is to certify that this study on **SALES PROMOTION** with reference to
"BHARATHI CONSUMER CARE PRODUCTS PVT LTD, GUNTUR"
at. has been submitted by **M.Triveni** in partial fulfillment for the award of
degree of **MASTER OF BUSINESS ADMINISTRATION** as per the
requirement of Acharya Nagarjuna University during the Academic year
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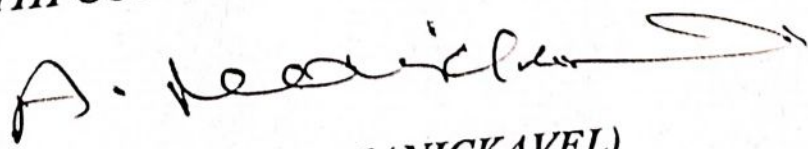
TO WHOM SO EVER IT MAY CONCERN

This is to Certify that Miss. M.TRIVENI, student of ST.ANNS COLLEGE FOR WOMEN, GORANTLA, GUNTUR (A.P.) studying M.B.A., bearing Regd.No.Y19BU58035 has done his academic Project Work in our organization from 01-05-2019 to 30-06-2019 and also submitted us a detailed Report on his Project -Work under the title of "A STUDY ON SALES PROMOTION WITH REFERENCE TO BHARATHI CONSUMER CARE PRODUCTS PVT. LTD., GUNTUR".

During his tenure, his association with us is sincere and hard working and his conduct is found satisfactory.

We wish his a bright future for his Career ahead.

For BHARATHI CONSUMER CARE PRODUCTS PVT. LTD.



(A. MANICKAVEL)

CHAIRMAN-CUM-EXECUTIVE DIRECTOR

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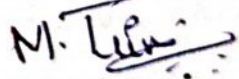
DECLARATION

I M.Triveni declare that this project entitled "A STUDY ON SALES PROMOTION at Bharathi Consumer Care Products Pvt Ltd., Guntur has been prepared by me to submitted to St.Ann's College for Women, Guntur on partial fulfillment of the requirement for the award of the degree of Master of Business Administration.

A also declare that the project report is the result of my own effort and that it has not formed the basis for degree, and other similar title submitted by anybody to Acharya Nagarjuna University or to any other University in any year.

Place: Guntur

Date: 27-9-2020


M.Triveni

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I take this opportunity to express my gratitude and sincere thanks to **M. PARIMALA**, Managing Director and **Sri. MANICKVEL**, Chairman Cum - Executive director, and **Sri R.Bala Subrahmanyam** Area Sales Manager for Bharathi Consumer Care Products Pvt Ltd. Guntur.

I express my profound sense of gratitude to the lecturer of Department of MBA course **ST.ANN S COLLEGE FOR WOMEN**, for their co-operation during the period of my project work I wish to thank my parents and friends for the co-operation during the period of my project work.


M. TRIVENI

CHAPTER I
INTRODUCTION

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CHAPTER_1

INTRODUCTION

Marketing is indeed in ancient times: it has been practiced in one form or the other, since the days of Adam and Eve today, it has become the most vital function in the world of business.

What is a market?

1. **Place concept:** a marketing may be considered as a convenient meeting place where buyers and sellers gather for exchange of goods e.g., a spot, cash or physical market.

2. **Area concept:** it is the economic concept. Any area providing a set of price making forces may become a market: we need three conditions: (1) unmet wants.

3. **Products to meet this demand** (3) means of interaction or intercommunications that forces of demand and supply can interact to determine the prices even without face-to-face meeting of seller and buyer. We have now even global means of communications at our disposal. Hence, we can have national and global markets for many products. Of course, money and intermediaries are there to facilitate all marketing operations. The meeting place is not necessary; it is a matter of convenience only. Money has no such central meeting place.

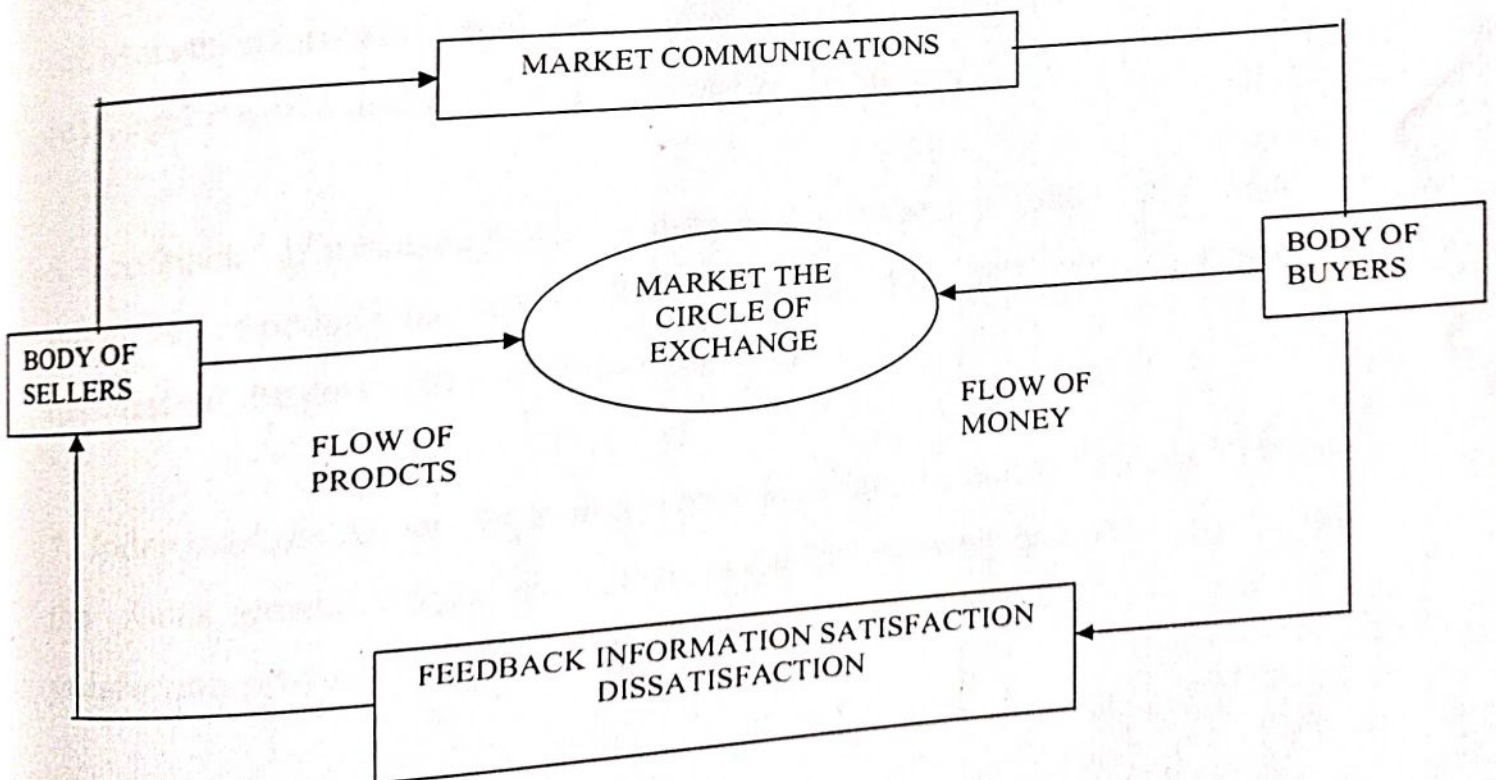
4. **Demand concept:** Today a market is equated with the total demand. Hence, market means a group of people having unmet wants purchasing

power to make their demand effective and the will to spend their income to fulfill those wants. This is considered a good approach to define a target market or a market segment.

Under keen competition, a marketer wants to create or capture and retain the market (customer demand) through an appropriate marketing mix offered to a target market. The market offering (supply) must meet fully customer demand, i.e., unmet needs and desires. Under the, marker-oriented approach (marketing concept) demand concept of market assumes unique importance.

In short, the three concepts of marketing reveal the following main features:

THE MARKET (EXCHANGE PROCESS)



1. Buyers (demand) and sellers (supply) are the two sides of the markets.
2. The circle of exchange represents the market to conduct exchanges.
3. The meetings of minds is more important than face-to-face meeting in order to create a markets wherein we have one single price for a product determined the free play of demand and supply.
4. In the free market system, price is determined by interaction of forces of demand and supply.
5. Factors affecting the exchange process are :
 - (a) Demand and supply
 - (b) Price,
 - (c) Market information with sellers and buyers
 - (d) Legal control and regulations to ensure fair price.
6. Feedback information point s outs buyer s post purchase experience. If buyer s expectations are fulfilled, seller will get repeat orders. If dissatisfied, buyers will switch to rival brands.
7. Under markets driven approach, consumer service and satisfaction become the focus around which entire enterprise is centered and through demand satisfaction profit is made even against keen competition.

TYPES OF MARKETS

- (1) On the basis of selling area, we have local, national and international markets.

(2) On the basis of article of trade, we have product markets, e.g., cotton market, bullion market.

(3) On the basis of nature of exchange dealings, we have spot or cash market and future or forward market.

(4) On the basis of nature of goods sold, we have consumer goods market and industrial goods market.

(5) On the basis of period we have short, term and long term markets, e.g... Money market for short-term funds and capital market for long-term funds.

(6) On the basis of nature and magnitude of selling, we have wholesales .

KINDS OF GOODS

There are three kinds of goods :

(1) Manufacture goods

(2) Agricultural goods

Manufactured goods may be consumer goods needed for use or consumption by consumers or industrial goods needed for use by producers in the process of production. Agricultural goods may be in the form of raw materials for industry of consumer goods for immediate consumption. Natural raw materials are the gifts of nature and they are the raw materials of industry.

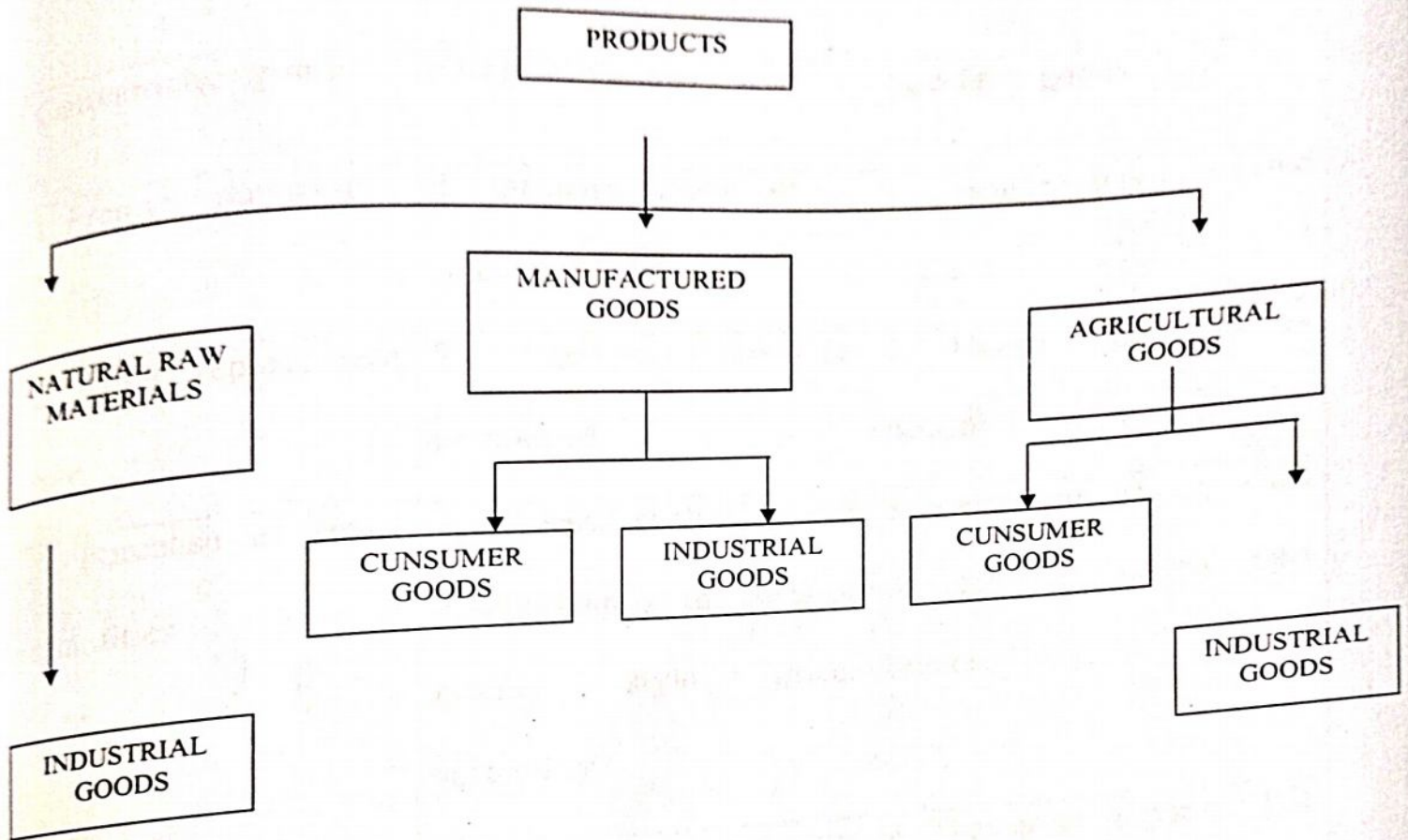
Prof .M.T.Copeland developed three-fold classification of consumer goods based on typical buying habits of consumers: how, when and where consumers usually buy commodities. The three categories of consumer goods are:

(1) Convenience goods

(2) Shopping goods

(3) Specialist goods.

TYPES OF GOODS



KIND OF GOODS COMPARED

Convenience goods	Shopping goods	Specialty goods
1. Frequent purchases	1. Demand search efforts in central markets	1. Goods have unique features.
2. High replacement rate.	2. Purchase can be postponed	2. Unusual behaviour is needed
3. Purchase in small quantities	3. Demand evaluation and comparison on the basis of quality, style, price, suitability	3. Special purchasing effort is required for preferred brands.
4. Demand minimum effort, time and shopping for purchase	4. Do not need numerous shops.	4. They act as important life styles and images
5. must be available at nearest store	5. Fashion and service goods.	5. They are costly luxury goods.

MARKETING MANAGEMENT

Marketing methods	Marketing methods	Marketing methods
1. Numerous outlets	1. Limited outlets	1. Limited outlets
2. Quick sales turnover.	2. Medium turnover	2. Low turnover
3. Wide spread sales	3. Selective distribution	3. Exclusive distribution
4. Sale through wholesaler and retailer	4. Direct sale to retailer	4. Direct sale to retailer
5. Sales promotion and advertising not very important	5. Sales promotion and advertising very important.	5. Sales promotion and advertising necessary
6. Packaging as a silent sales man	6. Packaging has a minor role	6. packaging has no promotion value

Notes: 1: the distinction between convenience and shopping goods is clear and easily understandable. But the distinction between shopping and specialty goods is not quite clear. Many products are classified in both categories.

2: Novelties have shopping characteristics. Later on these may become specialty goods, when customer develop brand preference and loyalty as well as store patronage habits.

The term market originates from the Latin noun markets which means a place where business is conducted, A layman has somewhat similar connotations of the word market which brings to his mind the vista of place where the buyers and sellers personally interact and finalize deals. However, for the students of marketing-it has a wider and deeper implication of exchanging goods and services for money. In this context, Philips Kotler has defined the term market as an arena for potential exchange.

Williams J. Stanton has defined marketing as a total system of interacting business activities designed to plan, price, promote, and distribute want satisfying products and services to present and potential customers. Not only does marketing deal with goods and services but in also focus on ideas, issues, concepts and principles.

A few examples

- European exporters in the Banana wars
- Asia's currency crisis
- Japanese exporters when the yen rose
- Oil companies in Iraq
- And so on and so forth

- Thus, sometimes companies cannot do a thing
- Still GE, Microsoft, Sony, Toyota Continue to excel how?

Some internal environmental factors

- The set of factors inside the marketer's value chain
- That can influence marketing success

Origin of Marketing

Hundred years of age, most firms were production oriented, i.e., the manufacturers focused on production of quality products and then looked for people to purchase them. With technological transformation, the emphasis shifted to an effective sales force to find customers for their growing output. After 1950, the shift to marketing was so emphatic that the manufacturers manufactured their goods accordingly.

Marketing has come a long way from being recognized as a function of an organization in India. Marketing is such a type of function which is used by all types of organizations. Marketing is used for customer satisfaction and customer service play a vital role in the economy. The following persons contributed to the development of Marketing thought:

1920	-Cherington
1951	-Alderson
1954	-Druker
1956	-Hensen
1960	-Levitt
1960	-Mccarthy

1969	-Kotler and Levy
1980	-Porter
1982	-Peters

A perusal of literature shows various marketing theories, which were used in various organizations: Ford (model on distribution system), General Motors (marketing segmentation), and I.B.M. (model on training to sales force with high service quality), and marketing strategies and their utilities

The American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives.

Paul Mazur defined marketing as the creation and delivery of a standard of living to society. This definition catches the real spirit of the marketing process. It has consumer orientation. It duly honors the marketing concept, which indicates a shift from product to customer -orientation, i.e., fulfillment of customer needs and desires. It emphasizes the major function of marketing, viz., satisfaction of customer and social demand for material goods and services. It includes product planning and development. It makes business firm a full fledged marketing organization. However, it is too vague, general, and broad and lacks descriptive tone in marketing.

MODERN DEFINITION OF MARKETING

Marketing as a total system of business, an on going process of :

- (1) discovering and translating consumer needs and desires into products and services (through planning and producing the planned products) ,
- (2) creating demand for these products and services (through promotion and pricing),
- (3) serving the consumer demand (through planned physical

A sales context is the content for sales people or dealers to motivate them to increase their sales performance over a given period. Sales content motivate and recognize good company performance.

Develop the Sales Program

The selecting the type of promotion to use, marketers must make several other decision in designing the full sales promotion program. First they must decide on the size of the incentive. A certain minimum incentive is necessary if the promotion is to succeed a larger ipation.

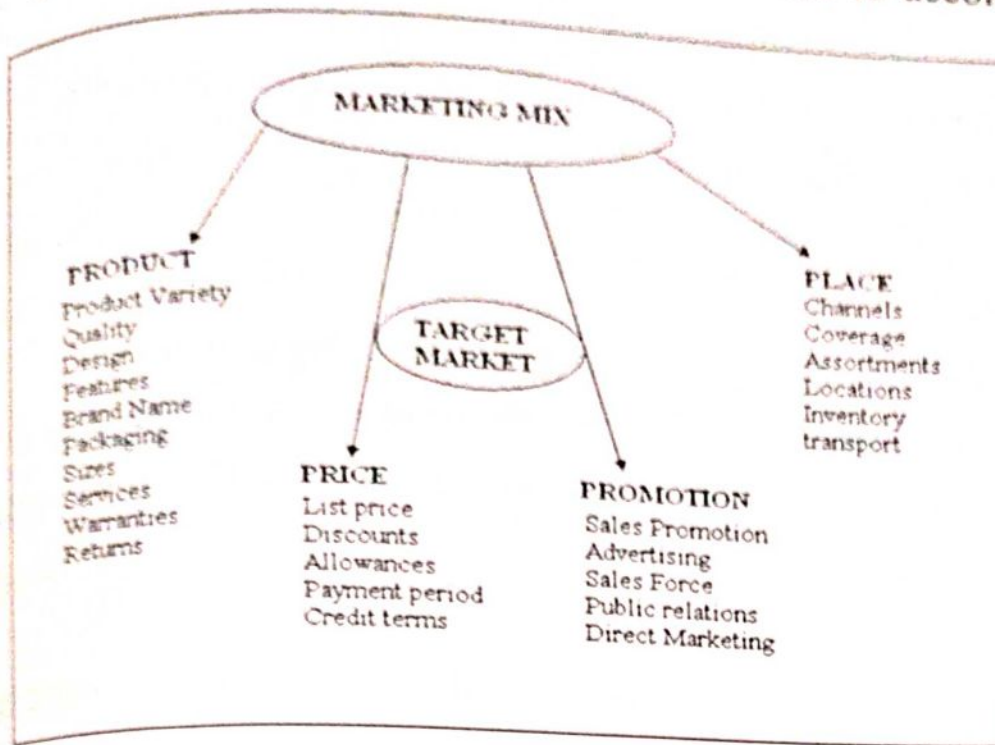
Evaluation is also very important. Many companies fail to evaluate their sales promotion program, and other evaluate them only superficially. Yet marketer should work to measure the returns on their sales promotion investment just as they should seek to assess the return on other marketing activities. The most common evaluation method is to compare sales customer or more purchasing from current customer. Can we hold on to the new customers and purchases will the long run customer relationship.

SALES PROMOTION

In a specific sense, sales promotion includes those sales activities that supplement both personal selling and advertising and coordinate them make them effective. Such as displays, shows demonstrations and other non-recurrent selling efforts not in the ordinary routine. This is the definition of sales promotion given by the American marketing association.

In simple words sales promotion can be defined as an activity taken up to boost the sales of a product. It can include a host of activity like running advertising campaigns handling public relation activities distribution of free samples, offering free gifts conducting trade fairs, exhibitions and competitions offering temporary price discounts, launching door to door

(4p s) will be formulated and implemented to accomplish the twin



objective of customer satisfaction and profitability.

PRODUCT_PRICE_PLACE_PROMOTION

Marketing is a system of integrated business activities designed to develop strategies and plans (marketing mixes) to the satisfaction of customer wants of selected market segments or targets.

We can evolve a planned system of action dealing with the problem of moving large volume of products, by looking forward to ultimate customers and backward to suppliers, and by thinking customers and suppliers together in a sequence of proper steps.

Notes:- 1. the definition under systems approach stresses managerial aspects of marketing in an integrated manner.

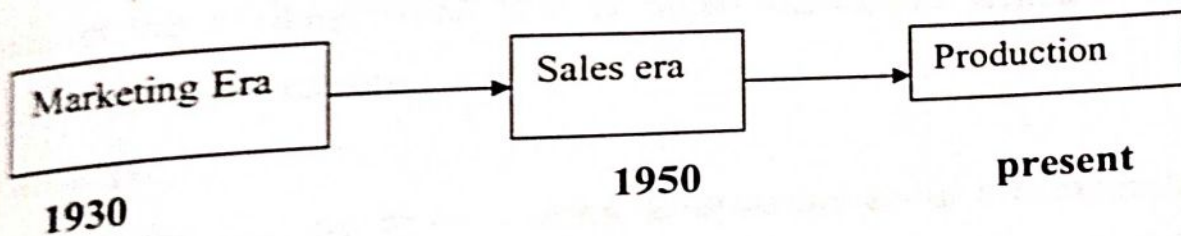
2. It honours customer or market or demand oriented approach and stresses the marketing concept duly.

3. It indicates that marketing is an ongoing or dynamic process involving several interacting and interrelated activities.

4. it points out that the entire marketing programme must give market offering which can assure full customer service and satisfaction (which in the limits of society) and then only the business firm can expect profitable sales over the long run.

5. Systems approach recognizes the inter relations, and inter connections among the components of a marketing systems. Integration and coordination of all business activities provide a new perspective for solving marketing problems.

THE EVALUATION OF MARKETING



Nature of marketing

1. Marketing is both consumer oriented and competitors oriented.
2. It starts with consumers and ends at consumers by satisfying their needs.
3. Marketing is the most important function of management.
4. The long-term objectives of marketing is profit maximization.

TYPES OF PROMOTION

There are four basic types of promotions

They are

1. Advertising
2. Sales Promotion
3. Personal Selling
4. Publicity

Advertising

It is any paid form of non-personal presentation and promotion of ideas, goods, or service by an identified sponsor. Its three distinguishing features are that the time or space devoted to it is paid for, it uses a set format to carry the message rather than personal one-on-one selling, and it identifies the sponsor of the message.

Publicity

It involves placing news-worthy information about a company, product, or person in the media. The principal function of publicity is to build an proper image.

Personal Selling

It occurs when a sales representative meets with a potential client for the purpose of transacting a sale. Many sales representatives rely on a sequential sales process that typically includes nine steps. Some sales representatives develop scripts for all or part of the sales process.

Sales Promotion

It is one of the elements of the promotional mix. The primary elements in the promotional mix are advertising, personal selling, direct marketing, and publicity are public reactions.

Major sales promotion Tools

1. Consumer Promotion Tools
2. Trade Promotion Tools
3. Business Promotion Tools
4. Develop the Sales Promotion Programs.

Consumer Sales Promotion

The consumer promotion tools include that rewards, refund, cash, prizes, Premiums, specialities, patronage, display, advertising, demonstrations and contest, sweepstakes, games. Some samples are free, for using these from to Others, the company charges a small amount to offer it might be delivered to other.

Trade promotion Tools

It manufactures directly more sales promotion dollars towards retailer and wholesaler than to final consumers. It can be persuaded reseller to carry a brand, give it shelf space, promote it in advertising, and push it to consumers. Shelf space is so scarce these days that manufactures often have to offer the price off and allowance and guarantee.

Businesses Promotion Tools

Companies spend billions of dollars each year on promotion to industrial customers. It is used to generate business leads, stimulate the purchases, rewards, customers, motivate salespeople. Business promotion includes many of the same tools used for consumers on trade promotions. Here, we focus on two additional major business to use promotion tools: convention and trade shows, and sales contests.

selling and telemarketing etc.

Compared to any other element of the promotional mix, sales promotion is more action oriented. It helps in stimulating the customers to buy a products.

Purpose of sales promotion

The main purpose of sales promotion is to boost the sales of a products by creating demand i.e., both consumer demand as well as trade demand. It improves the performance of middle men and acts as a supplement to advertising and personal selling.

Sales promotion also helps in achieving the following purposes

- Encourage the customer to try a new product. For example Eenadu, a leading Telugu daily in A.P, distribution free copies of the news paper, for a month when it was launched in Hyderabad.
- Attract new customers, for example when HLL extended its Rin detergent bar brand to detergent powder, it distributed free sachets to house holdy.
- Encourage the customers to use the product of service and make them brand loyal.
- Counter competitor's promotional activities

Importance of sales promotion:

- Seller's introduce new products are new brands in the market.
- When an economy is going through a recessionary phase, customer become price sensitive.
- The seller aims at treasuring the impulsive buying behavior of the customers,
- A company seeks to obtain greater co operation from its retailers.

Decision in sales promotion

Product characteristics like size, weight, etc and the target audience characteristics like their geographic location demographics etc.

- Consumer sales promotion. This type of sales promotion is targeted at the end consumers.
- Trade sales promotion. This type of sales promotion is targeted at the distribution channel.

Consumer sales promotion methods:

Marketers use sales promotion to introduce a new product or brand or promote the existing brand they can use a number of sales promotion tools to boost their sales.

- A coupon pasted on package, or placed inside a package to encourage repeat purchase.
- Coupon books sent out in news papers, or offered with purchase of an item, allowing customer to redeem coupons at a retailer defined time period.
- Coupon printed on the back of receipts.

Free gift / samples

Free sample of a new product are usually given to customers with purchase. It still offers a pack of free shampoo and small gift like a nail clipper or a mirror with this pack.

- Subscription based product
- Consumer luxuries

Money refunds and rebates:

In case of money refund the customer receives a specific manufactured customer qualities make multiple purchases.

Frequent user incentives:

Repeat purchases may be stimulated by frequent user incentives hence, firms offer incentive schemes to reward their loyal customers.

Point of purchase (pop) displays:

Pop displays are being lived to serve as a silent sales force. They include window displays wall displays; displays racks dangers balloons outside sings. The encourage the retailer are store the product in his store, attract the customer about product.

Installment offers:

Manufacturing as well as retailer offer products at a down payment and the allow the customer to pay the remaining amount on an installments basis.

Consumer contest:

This method of sales promotion is carried out when a marketer aims at increasing the retailer sales of a product customer take path in small competition on the basis of their creative on the analytical skills.

Consumer sweepstakes:

In this type of sales promotion customer are require to submit their names to be included in a draw for prizes

Trade shows:

A group of retailers or manufacturers conduct exhibition and shows to make the customers aware of the products offer by various firms.

Trade sales promotion methods:

Manufacturers use special trade promotion methods to encourage resellers like retailers to promote their product they might a number of the discussed trade shows premiums, sales contests, etc.

Buying allowance:

Buying allowance is a temporary price reduction offered to the retailer for purchasing a specific quantity unity of the product.

Buy back allowances:

In this kind of sales promotion for channel member are offered a monetary incentive for each additional initial deal. This method stimulating the channel purchase additional quantities of stock that normal stock, monetary incentive is proportion amount of additional stock they purchase.

Merchandise allowance:

In this form of trade promotion a manufacturer agrees to pay the reseller certain amount of money for promotion. The company s product through advertising or displays.

Free merchandise:

Free merchandise is a sales promotion technique in which an additional

amount of the product is offered without any additional cost, as an incentive to purchase a minimum quantity.

Dealer loader:

A dealer loader is a reward or gift, which is usually a part of the display merchandise. The obtain specific quantities promotion this over.

Scan back allowance:

A scan back allowance program is aimed specifying are retail outlets. Retailers are rewarded on the basis of the number of unit and moved through their scanner or hand held wants during a specific time.

CHAPTER-II
OBJECTIVES AND
METHODOLOGY

CHAPTER-II

OBJECTIVES AND METHODOLOGY

OBJECTIVES OF THE STUDY

- To present theoretical framework work relating to Sales Promotion.
- To present the profile of Industry and Company.
- To know how the sales of bharathi soaps are going on in the market
- To know the promotion strategies followed by bharathi soaps company.
- To offer findings, suggestions and conclusion about the study.

METHODOLOGY OF THE STUDY

It may be understood as a science of study how research is done by methodology is a way to research problems systematically.

Scientifically in it we study the various steps that are generally adopted a research in study his research problem along with the logic behind him.

Source of data collection

This section explains how the data is collected either from primary and secondary. It explains what method is used to collect.

The data which instrument is used for collection and what is the sample plan. The survey is dividend into two parts.

- a. Primary data
- b. Secondary data

PRIMARY DATA:

Primary data is obtained from the survey conducted on sales of the promotion of the company is in Guntur city with the help of structured questionnaire to select first hand information from the customers.

SECONDARY DATA

Secondary data collected from source which have been already created for the purpose of first time use and future uses. The secondary data collection involves less cost and efforts some times more accurate data can be obtained only from secondary data. Such data are collected for some other purposes the data is related to bharathi soaps company pvt limited is collected through annual reports of the company and some other details collected from books magazines journals and internet.

NEED FOR THE STUDY

The main need of the study is to analysis the sales information of bharathi soaps company pvt ltd. Throughout the liquidity or short conclusion about them solvency of the bharathi soaps company pvt ltd. To know different sales analysis and how it shows impact on different organizations. To allow a relationship among drawing conclusion about the performance strength & weakness of the company.

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SCOPE OF THE STUDY

The scope of the study is to give an insight into various aspects related to the sales and distribution and such as factors which influencing the same. An extensive study is done on the sales transactions and sales information of the bharathi soaps company pvt ltd. The study covers the historical sales information of the company to find growth strength and weaknesses of the company. The study covers all the transactions of the bharathi soaps company in the sales and promotion analysis. The study covers the measurement of profitability of the form and its operating efficiency.

LIMITATIONS OF THE STUDY

1. The study is confined to Bharathi soaps company Pvt Ltd
2. Customer to whom I approach in Bharathi Soaps to know the services provided by them.
3. Some of the customers promoted in soaps with the services but not some of them were not be into express their view.
4. the study is made secondary data and the collection of various promotions of the information in the reports of the company.

CHAPTER-III
INDUSTRY & COMPANY
PROFILE

CHAPTER - III

Industry Profile

History of detergents:

Though the beginning of detergent industry is not shrouded in the veils of history as were the start of soap industry, it is nevertheless not easy to find when the detergent industry, as such, came into existence. An important issue is to decide exactly what is being termed as a synthetic detergent as the term itself leads to confusion. In the United States of America, the word surfactant or syndic is being used, while in Europe the term 'ten sides' (for tension-active material) came into fashion.

The chemistry of soap manufacturing remain primarily the same until the year 1916, when the first synthetic detergent was developed in Germany in response to the shortage of fats for making soaps during the World War I. Commonly known as detergents today, synthetic detergents are non-soap washing and cleaning products, which are put together chemically or synthesized to produce a variety of raw materials.

Between 1950 and 1965, more than half of the detergents were based on the formula of a propylene tetramer conjugated to benzene (PT benzene), but later they were blamed for a rise in eutrophication in lakes and streams as they contain phosphates (from Sodium tri phosphate). Although the problem has not been completely resolved in some cases, in some countries there has been an agreement for reducing the uses of phosphates however in countries where it is not a big issue no such action has been taken.

Since those early discoveries in the chemistry and technique of detergents and builders, developments have been continued that focuses on achieving more efficient and easy to use detergent products. Now the manufacturers give an important consideration to safety for consumers and the environment as well. Given below is a brief summary of important inventions over the years of the history of detergent.

1950s

- Liquid laundry, hand dishwashing and all-purpose cleaning products
- Automatic dishwasher powders
- Detergent with oxygen bleach
- Fabric softeners (rinse-cycle added)

1960s

- Laundry powders with enzymes
- Prewash soil and stain removers
- Enzyme presoaks

1970s

- Fabric softeners (sheets and wash-cycle added)
- Multifunctional products (e.g., detergent with fabric softener)
- Liquid hand soaps

1980s

- Automatic dishwasher liquids
- Detergents for cooler water washing
- Concentrated laundry powders

1990s

- Ultra (super concentrated) powder and liquid detergents
- Automatic dishwasher gels
- Ultra fabric softeners
- Laundry and cleaning product refills

Industry Overview:

The soap and detergent industry includes companies that are primarily engaged in manufacturing soap, synthetic organic detergents, inorganic alkaline detergents, and crude and refined glycerin from vegetable oils and animal fats. It is an international industry, and during the early years of 1990, world demand for its products has increased 1 to 3 percent every year.

Many of the participants in the industry competed on a global basis. According to analysts, there is a firm correlation the standard of living of a nation and its usage of soap and detergent products. The analysts are expecting the industry to continue to grow in both the industrialized as well as developing nations.

Security Tenders:

According to recent trends, liquid cleansing products are outpacing the traditional bar soap and powder cleaning products. In addition to environmental and health considerations, societal transformation has propelled the changes in the soap and

Size:

The industry includes about 700 companies with combined annual revenue of about \$17 billion. Major companies in the consumer sector include divisions of P&G, Unilever, and Dial. Major companies in the commercial sector include US Chemical and divisions of Ecolab. The industry is highly concentrated with the top 50 companies holding almost 90 percent of the market.

Indian Detergent Industry Profile:

Detergents:

The Indian fabric wash market consists of synthetic detergents, comprising bars, powder, and liquids and oil-based laundry soaps.

Although the per capita consumption of detergents in India (2.7 kg pa) is comparable to some countries like Indonesia, China and Thailand (around 2 kg pas), it is lower than in others such as Malaysia, Philippines (3.7 kg) and the USA (10 kg). The Indian detergent market is expected to grow at 7-9% pa in volume terms.

The synthetic detergent market can be classified into premium (Surf, Ariel), mid-price (Rin, Wheel), and popular segments (Nirma), which account for 15%, 40% and 45% of the total market, respectively. The product category is fairly mature and is dominated by two players, HLL and Nirma. Nirma created a revolution in the market by pioneering the concept of low-cost detergents. Currently, the market is highly segmented with the differential between the premium and popular segments at almost 7X.

Growth:

High consumer awareness and penetration levels will enable the market to grow at an average 8-10% per annum with slightly higher growth in the rural areas. Higher penetration stems from popularity of low-cost detergents. Hence, besides increase in per capita consumption, there is tremendous scope for movement up the value chain. HLL, Nirma, and P&G are the major players in the market with 40%, 30%, and 12% share, respectively. While HLL dominates the premium segment, Nirma is the leader in the popular segment.

items, and different types of surfaces. These products help us keep fit and healthy are killing and removing harmful bacteria and germs from our homes and workplaces. Household Cleaning Products can be categorized into four main classes -

- Floor Cleaners
- Glass Cleaners
- Toilet Bowl Cleaners
- Wood Cleaners

Dish washing Products:

Dishwashing products are cleaning agents that are formulated to wash and clean dishes and other kitchen utensils. These products are available for hand wash as well as machine wash and are made for different water, temperature, and usage conditions. Dishwashing products can be categorized into four main types -

- Dishwasher Liquid
- Dishwasher Powder
- Dishwasher Gel
- Dishwasher Tablets

Detergent Cake:

A detergent cake is generally an all-purpose laundry cleaning detergent that comes in the form of a cake. Easy and convenient to use, detergent cakes are generally meant for hand washing of all washable clothes and fabrics. Detergent cakes are one of the most popular and widely used detergent products for laundry cleaning. Detergent cakes are generally formulated using one or

more surfactants to improve their cleaning performance and make them good even for use in hard water conditions.

Formulation:

Detergent cakes are formulated using batch or continuous process of soap making. These cleansing products contain different ingredients that are used to improve their cleaning performance. The surfactant play an important role in improving the cleansing action of detergent by reducing the surface tension of wash liquid thereby improving the wet ability of washable fabric.

Ingredients:

Some of the important ingredients of detergent cakes include - surfactants, detergent builders, boosters, brightening agents, synthetic fragrances, colors,

Detergent Powder:

Detergent powders are laundry-cleaning products that are made using a synthetic surfactant in place of the metal fatty acid salts, which are used in soaps. Made in powder form, these detergents are also sold as laundry powders, hard surface cleansers, etc. Majority of the powder detergents has soap in their mixture of ingredients; however they basically function more as a foam depressant than as surfactant.

The main advantage of detergent powders is that they are easy to use and remove the dust, dirt, grease, oil and other environmental pollutants with ease and effectiveness. Detergent powders can be used for hand wash as well as machine wash applications.

Ingredients:

The most common ingredients that are used in making powder detergents are - Surfactants, optical brighteners, fabric softeners, enzymes, detergent

builders, bleaches and compounds, synthetic perfumes and fragrances, and more.

Soaps & Detergents – Ingredients:

Along with surface active agents, which are prime ingredient in a soap / detergent, soaps and detergents are made using a variety of ingredients that are added in these products to give them specific properties and characteristics. Soaps & detergents are cleansing products

Essential to public and personal health, soaps and detergents contribute to a good personal hygiene; reduce the presence of germs, which cause infectious diseases; extend the useful life of tableware, clothes, linens, surfaces and furnishings; and make our homes and surrounding more pleasant.

Properties & Functions:

These different ingredients impart different properties and functions in soaps and detergents and their addition or usage depends on the action or characteristics desired in the end product. For example, toilet soaps may contain antimicrobial agents to kill or inhibit bacteria, which can cause odor or disease. Some personal cleaning products may be made using abrasives for removing stubborn greasy dirt.

Important ingredients that are used in making soaps and detergents are –

- Alkalis
- Glycerin
- Surfactants or Surface Active Agents
- Detergent Builders
- Detergent Boosters
- Detergent Fillers
- Rinse Agents

Personal Cleaning Products

Personal cleaning products are cleaning agents that are used to wash and clean our hands, face, body, and hair. These products may include toilet soaps, liquid cleansers, face wash, shampoos, and conditioners. Personal cleaning products help us remain clean and healthy by removing dirt, oil, and environmental pollutants from our body. Personal cleaning products can be categorized into two main types -

- Skin Cleaning Products
- Hair Cleaning Products

Laundry Cleaning Products:

Laundry cleaning products are detergents and surface active agents that are manufactured to wash and clean our laundry items. These products come in various forms, such as detergent cakes, powders, and liquids and are formulated to meet different requirements of laundry cleaning, such as stain and soil removal, bleaching, fabric softening and conditioning and disinfectant requirements under the varying temperature, water, and usage conditions. Laundry Cleaning Products can be categorized into five main types -

- Detergent Powder
- Detergent Cake
- Fabric Softener
- Laundry Liquid
- Stain & Odor Eliminator

Household Cleaning Products:

Household Cleaning Products are cleaners that we use in our homes to wash and clean different household products, such as furniture, glass, plastic

- Film Removers
- Lime & Rust Removers
- Emulsifiers
- Dry Cleaning Fluid
- Conditioning Agent
- Bleaches & Compounds
- Ammonia

Detergents and health:

Detergents are household chemical cleaning compounds used for laundering and dishwashing. They contain wetting agents and emulsifiers, based on non-soap synthetic surfactants. Synthetic detergent powders consist of surface-active agents, builders, and fillers. A study done to understand the Indian consumer's knowledge of harmful effects of detergents on health and environment showed that 77.6 percent of respondents had experienced some kinds of skin irritation due to detergents.

Of these, the majority comprised of dhobis and rural women. Conventional laundry detergents leave chemical residues on the clothes. These residues enter our bodies either through the skin or through the lungs. They cause many common health problems including allergies, skin infections and in rare cases, cancer.

Detergents and water pollution:

Most laundry detergents in India are phosphate based. Phosphates are a major source of water pollution that has become the direct cause of 42 per cent of human and animal diseases. In India, per capita consumption of detergents in 1994 was 2.8 kg per annum. This is projected to rise to over 4 kg/capita by 2005. In rural areas the use of detergent bars is expected to grow 7-8 per cent annually.

The figures are of concern because high quality detergents have as much as 35 per cent STPP in them. According to Prof Narinder K. Kauschik, Professor emeritus for environmental biology at the Canadian University of Guelph, "the main problem is that of phosphate-based detergents promoting eutrophication of aquatic environments."

Seasonal impacts:

Run-off of phosphates into water streams is not only due to detergents, but also due to fertilizers and manures. Findings show that during the dry seasons when the run-off from agriculture is virtually zero, and manure run-off is down to one fifth of the total annual rate, detergents are responsible for additional loadings of rivers by about 7.3 per cent which poses significant eutrophication impact risks. In India, it is not uncommon to see ponds, lakes, and part of rivers choking with algae or other aquatic plants. In the Indian context, this is a grim situation since these water bodies are the primary sources of water for a large section of the population

Regulations:

India has addressed the eutrophication problem only at the level of sewage treatment plants (STPs). The ever-increasing demand of phosphate-laden detergents in rural areas will increase eutrophication of the local water bodies that serve as the primary water resource. Even metropolitan cities like Delhi, Calcutta, Mumbai, and Chennai are partially skewered. More specifically, only 43 per cent of class I cities and 12 per cent of class II cities are skewered. Of this only 37 per cent of sewage is partially treated in class I cities and 5 per cent in class II cities.

Prof. Kauschik reveals that in Canada, and in many states of USA, public pressure has led to the regulation of phosphates in detergents since early 1970s. According to him these countries have spent \$8.5 billion in 1970s to upgrade

sewage treatment plants to remove excessive phosphates. Canada successfully implemented the appropriate regulation to control phosphates emission into water systems by limiting the amount of phosphates in laundry detergents to 0.5%.

Progressive labeling requirements – BIS:

The Bureau of Indian Standards (BIS) has separately laid down the standards for eco-labeling of detergents in India. Based on the quality, safety and performance of these detergents, a set of general and specific requirements for an Ecomark have been established. The specific and general requirements laid down by BIS for ecomarking of detergents states that they should not contain any phosphate. They also stress that the surfactants issued in the manufacture of household laundry detergent powders should be readily biodegradable and the products be packed in packages made of recyclable or biodegradable materials.

Eco-friendly household cleaning powders:

An environmentally superior detergent is the one that makes use of lesser chemical ingredients. The toxicity of detergents decreases by non-addition of additives like perfumes, color, and brightening agents. Minimal packaging can also reduce environmental harm substantially. Synthetic surfactants may be replaced by non-petrochemical surfactants or vegetable oil soaps; builders like phosphates can be replaced by sodium citrate and sodium bicarbonate; dyes and fragrances can be eliminated or minimized.

Future Outlook:

Factors such as demographics, environment, globalization, and economy continue to shape the soaps and detergent industry. The effect of demographic factors can be seen in different sectors of industry. As the population of a nation grows old, the demand for cosmetic products with softer colors, milder

formulations, and the treatments for aging skin increases. As the consumers become better educated and informed, there is a fast growing market for scientifically based soap and detergent products, which at the same time medicate and beautify.

Mergers & Acquisitions / Globalization:

Due to the saturation of traditional markets and in order to tackle the slow growth in domestic markets, organizations now days, are creating sophisticated infrastructures and rationalizing their production so as to make the production process centralized in fewer but larger plants. This has contributed to standardization of the soap and detergent ingredients across the globe. Manufacturers are striving to adopt basic formulations for all consumers all across the world, which can be varied by the addition of some ingredients to satisfy the trends in local markets.

Another major consequence of M&A trend is the rationalization of brands in order to realize cost cuts in marketing and branding. Another trend, which is a result of M & A's, is the standardization of production process.

Competitive Land scape:

Population growth, especially households with children, drives demand in the consumer sector, while growth in economy drives demand in the commercial sector. The profitability of individual companies depends on several factors, such as efficient operations and effective sales and marketing.

Large companies have scale advantages in domains like buying, manufacturing, distribution, and marketing. Small companies can effectively compete with large companies by formulating specialized products, offering superior customer service, or catering a local market. The industry is capital-intensive with average annual revenue per worker more than \$ 7,00,000.

Research & Technology:

The need to meet environmental regulations across the globe various research efforts was undertaken by the soap and detergent industry during the early 1990s. Sodium carbonate, Zeolite, sodium citrate, and sodium nitrate acetate were under investigation as possible builders to replace phosphates. Other questions that were being addressed, include - water quality, product safety, chemical disposal, the ability to wash and clean in unheated water, and indoor air quality.

Although several technological developments and an increasing expanding understanding of the chemical processes had improved the ability of industry to restore soiled garments and other objects to their pre soiled condition, available soaps and detergents still failed to achieve the desired results. Chemical scientists, therefore, continued to work on developing and formulating innovative cleaning and laundry additives like new enzymes and oxygen bleaches.

Company Profile

Sri. A. Manickavel, proprietor of BHARATHI SOAP WORKS, came to Guntur on 1980 with Rs.2000/- cash and brought some Detergent cakes cases from Chennai by train and he sold the soaps by rickshaw canvassing door to door.

He had very good response in Guntur. Then he planned to start factory at Guntur with an initial capital investment of Rs.65000/- and started business on 8-7-1981 at pothuri-varithota, Maya bazaar, Guntur under the name and style of M/s BHARATHI SOAP WORKS. The company was registered under SSI unit with District Industries Centre, Guntur.

In the initial stage, he ran his factory with 12 workers with manual labour. Later with his hard work, he earned and shifted to D.No.67/B-1

Gorantla village, Guntur Mandal. in 1985 in his own factory premises with power motors in Guntur for the first time.

The then brand names were Blue Diamond, Bharathi. The main objective is to sell good quality detergent cakes to middle class and lower class people with low price.

Initially the products were sold at Guntur and Prakasam District only. But now his hard work and maintaining quality, he has got very good market reputation all over Andhra Pradesh by appointing sales agents at different areas. Through its good management and organization, it acquired a good position in the detergent industry.

Vision:-

The company is planning to introduce quality blue and toilet soap in the short period. He can also do sellers of detergent cakes washing powder chemicals, dates salt other general goods. This firm is providing employment to nearly 100 families.

Mission:-

Sri .A.Manickavel came to GUNTUR in 1980 and started business with very low amount and day by day improvement he decided to give quality soaps low price to middle class people.

He is a popular social worker and philanthropist in Guntur. He directly and indirectly helped the needy like mission and charity institution. Home for the aged and men challenged persons. Orphanages, home for the aged and mentally challenged persons (Dakshinya). President of TAMIL CULUTRAL ASSOCIATION.

He is also helping through Lions Club and Rotary Club; by conducting free Eye testing camps, Medical camp, and Blood Donation camps etc. He has also donated to Natural Calamity funds to all the states in India regularly (Gujarat Earth Quakes, A.P Cyclone and recently Tsunami in Andhra Pradesh and Tamilnadu states).

Every year he has been donating educational funds for books, cloths, fees etc to poor children directly and through Bala Bharathi in Guntur. He is also interested to participate in the spiritual, cultural and sports activities in the city and entire AP and donating the funds to the organizers.

Walk Foundation (Welfare Artificial Limb Centre)

Sri.A.Manickavel, who is the President of WALK FOUNDATION and he is providing monetary support to this association to provide freely artificial limbs to the handicapped poor people.

Tamil cultural Association:

Sri A.Manickavel is the Hon. President of TAMIL CULTURAL ASSOCIATION. The association's main activities are to arrange and promote cultural programs to their association members and social services like distributing free Note books, Uniforms to the poor students. This association also contributing the cyclone relief fund to the Chief Minister of Andhra Pradesh etc.

Nadargal Nunnetra Sangam:

Sri A.Manickavel, who is the president of the Nadargal Munnetra Sangam (NADAR COMMUNITY) in A.P. This sangam is running a school in the name and style of KAMARAJ PUBLIC SCHOOL at Tadepalli, Guntur Dist.(A.P.). This school is providing very good education to the poor students.

Growth and expansion of Bharathi Soap Works:

M/s. Bharathi Soap Works is expanding their day to day production capacity and supply of goods from time to time. Initially, M/s. Bharathi Soap Works capital investment is Rs.65000/- but now the investment reached Rs.64,98,817/-, hundred times.

With M/s. Bharathi Soap Works good marketing and promotional activities its present turnover reached to Rs.8.71 crores for the year 2006-2007 when compared to Rs.24 lakhs at the initial stage.

M/s. Bharathi Soap Works initially manufactured only medium quality products. But now manufacturing Premium and Economy quality products. With the increasing market share and to face the competition, it started introducing new brands by maintaining different styles of packing to suit the desires of the consumers.

The main aim of M/s. Bharathi Soap Works is to supply quality products to its consumers. Quality is more important than profit. It is the key for the success of the company. The company stress upon the quality of the products rather than its profit margins. The motive earned huge market at all places in Andhra Pradesh.

Workers of Bharathi Soap Works:

At present 75 workers are at production department and 5 employees at office, 2 employees at canteen and 18 employees as motor transport workers. The company provides complete facilities to its workers and employees. As it provides complete assistance and facilities to the employees, workers dedicatedly contributed to increase its market share. The working environment brings about a pleasant atmosphere and enables the employees work dedicatedly, and also he is providing employment for more than 1000 families indirectly for marketing his products all over Andhra Pradesh.

Future planning of Bharathi Soap Works:

The company is planning to manufacture and sell quality Blue detergents and Toilet soaps with in a short period.

Trading Company: M/s. Annam Traders:

Sri A.Manickavel is the Managing partner of ANNAM TRADERS. The above firm was established in the year 1990. The main activities are selling of Detergent cakes, washing powder, Chemicals, Dates, Salt and other general goods. This firm also providing employment directly and indirectly for more than 100 families.

Quality policy of the company:

“Satisfying the costumers by providing quality products and services and striving towards continual improvements”.

Quality objectives:

- To improve sales compares to last year.
- To improve the customer satisfaction level.
- To reduce the wastage in production process.
- To update the knowledge of the employees.
- To continually improve the process.

Bharathi soap works is promoted by a young, dynamic and outstanding person Sri A. MANICKAVEL with his visionable & dynamic leadership, the company has carved a niche for itself in the market.

Bharathi soap works was emerged as one among the leading company in the marketing segments of its products. Bharathi soap works has grown rapidly since its inception, and today its business operations have spread too many states.

The company had bagged "The Best Entrepreneur of the State for the year of 2005 received on 26th Jan 2005 and the prestigious award " Indira Gandhi Sadbhavana award " in 2005 received on 21st Nov 2005. And also awarded "GUNTUR DISTRICT BEST INDUSTRIALIST".

Bharathi soap works is a medium scale organization with a growth rate of more than 100%. Bharathi soap works had started as a small scale unit and with in a short span of time has grown into a medium scale, providing employment to more than 200 employees.

Certification:-

Bharathi soap works is an ISO 9001:2000 certified organization and having other certification from **MOODY international certification** and **UKAS** quality management certification.

Quality Maintenance:

- The main aim of M/s. Bharathi Soap Works is to supply quality products to its consumers, since quality is more important than profit. It is the key for the success of the company.

- The company stress upon the quality of the products rather than its profit margins. This motive earned huge market at all places in Andhra Pradesh.
- The company is strictly adopting quality preference only in purchases of raw materials, as well as delivery of finished goods and they assure customer that they never compromise with quality at all stages.
- Quality assurance demands a degree of detail in order to be fully implemented at every step.
- Planning, for example, could include investigation into the quality of the raw materials used in manufacturing, the actual assembly, or the inspection processes used.
- The Checking step could include customer feedback, surveys, or other marketing vehicles to determine if customer needs are being attended or not. If not, what are the reasons?
- Acting could mean a total revision in the manufacturing process in order to correct a technical or cosmetic flaw.
- Competition to provide specialized products and services results in breakthroughs as well as long-term growth and change.
- Quality assurance verifies that any customer offering, regardless if it is new or evolved is produced and offered with the best possible materials, in the most comprehensive way, with the highest standards.
- The goal to exceed customer expectations in a measurable and accountable process is provided by quality assurance.

Production Capacity:

Products leave factory only after thorough quality check in the laboratory with qualified technicians under proper supervision at all levels, and it is all done before reaching to market, so as to satisfy the customers and they feel proud of customer satisfaction.

The company has an excellent production capacity. The present installed production capacity is 35 To 40 Tons of Detergent cakes per day and 20 Tons of washing powder per day. The machines are operated according to the demand in the market.

Bharathi Soap Works – Products

S.N O.	PRODUCTS	BRAND NAME
1.	DETERGENT SOAPS	<ul style="list-style-type: none"> • BLUE DIAMOND • TRIPLE-X (XXX) • BINKA • BHAVANI • MAGIC • GREEN DIAMOND • THREE DIAMOND'S • SAREGAMA
2.	DETERGENT POWDER	<ul style="list-style-type: none"> • XXX SILVER FOAM • XXX SILVER LINE • XXX HI-POWER
3.	DISH WASH BAR	<ul style="list-style-type: none"> • XXX RUF & TUF
4.	BATH SOAP	<ul style="list-style-type: none"> • XXX LAHARI (AYURVEDIC)

Under DIAMOND brand, -3- types of detergent cakes are being manufactured, i.e. -
Blue Diamond-125gms., and 150 gms. and Green Diamond of 150gms only.

Similarly under Triple-X (XXX) brand, -17- types of detergent cakes are being
manufacturing.
They are:

Triple-X More washes (Mini)	: 100 gms.
Triple-X more washes (Medium)	: 200 gms.
Triple-X More wash	: 150 gms.
Triple-X More wash	: 300 gms.
Triple-X More wash	: 350 gms.
Triple-X Easy wash	: 125 gms.
Triple-X Easy wash	: 250 gms.
Triple-X (Rose)	: 200 gms.
Triple-X (Rose)	: 125 gms.
Triple-X (White)	: 250 gms.
Triple-X Pink Super wash	: 300 gms.
Triple-X Pink Super wash	: 150 gms.
Triple-X Gold	: 200 gms.
Super Triple-X (XXX)	: 150 gms.
Triple-X Action Soap	: 250 gms.
Triple-X Raja Soap	: 350 gms.
Triple-X Raja Soap	: 175 gms.

Under MAGIC brand, -2- types of detergent cakes are being manufacturing i.e.-
Magic-125 gms., and Magic-200 gms.

Under SAREGAMA brand, -3- types of detergent cakes are being manufacturing, i.e.-
Saregama-150 gms; Saregama-200 gms; and Saregama-300 gms.

Under TRIPLE-X (XXX) RUF & TUF brand, -2- types of dishwash bars are being manufacturing, i.e.- TRIPLE-X RUF & TUF-150 gms; and TRIPLE-X RUF & TUF-300 gms.

Similarly, under Triple-X (XXX) brand, -13- types of detergent powders are being manufacturing.

They are:

Triple-X Silver Foam	: 1150 gms
Triple-X Silver Foam	: 1 Kg.
Triple-X Silver Foam	: 850 gms.
Triple-X Silver Foam	: 550 gms.
Triple-X Silver Foam	: 250 gms.
Triple-X Silver Foam	: 125 gms.
Triple-X powder pouch	: 15 gms.
Triple-X HI-POWER	: 1 Kg.
Triple-X HI-POWER	: 500 gms.
Triple-X HI-POWER	: 200 gms.
Triple-X Silver Line	: 3 kg.

Detergent Cakes:

TRIPLE-X (XXX) Brand Detergent Cakes:

Product Name	: Triple-x (XXX) More Wash
Type	: Detergent Cake
Price	: Rs.20.00
Net Weight	: 350Grams
Offer	: Rs.5/- Worth XXX Washing Powder sachet Free

Diamond Brand Detergent Cakes:

Product Name : Three Diamond's
Type : Detergent Cake
Price : Rs.12.00
Net Weight : 350Grams
Offer : 40% Extra Free with Soap

Magic Detergent Cakes:

Product Name : BlueNewMagic
Type : Detergent Cake
Price : Rs.7.00
Net Weight : 200Grams
Offer : 50% More Quality

Bhavani Detergent Cakes:

Product Name : Bhavani
Type : Detergent Cake
Price : Rs.5.00
Net Weight : 150 Grams
Offer :

Binka Detergent Cakes:

Product Name : SuperPowerBinka
Type : Detergent Cake
Price : Rs.5.00
Net Weight : 150Grams
Offer : TriplexMoreWashSoap

Saregama Detergent Cakes:

Product Name	:	MagicSaregamaRich
Type	:	Detergent Cake
Price	:	Rs.10.00
Net Weight	:	300 Grams

Detergent Powder:

Silver Line Detergent Powder:

Usage: 1 scoop for bucket wash and 2 scoops for machine wash. Suitable for top loading machines. Soak for 30 minutes before washing. For superior results wash in warm water.

XXX was gives you not just "whiteness" but also "freshness" the power of blue whiteness up your cloths For every wash your clothes look and smell as fresh as new

Product Name	:	SilverLine
Type	:	DetergentPowder
Price	:	Rs.185.00
Net Weight	:	3 Kg.
Offer	:	Rs.60/-worth of Plastic bucket Free with this pack

Silver Foam Detergent Powder:

scoop for bucket wash and 2 scoops for machine wash. Suitable for top loading machines. Soak for 30 minutes before washing. For superior results wash in warm water.XXX was gives you not just "whiteness" but also "freshness" the power of blue whiteness up your cloths. For every wash your clothes look and smell as fresh as new.

Product Name	:	SilverFoam
Type	:	DetergentPowder

Price : Rs.40.00
Net Weight : 1.2Kilograms
Offer : 200 Grams More With This Pack(Free)

Hi - Power Detergent Powder:

Usage: 1 scoop for bucket wash and 2 scoops for machine wash. Suitable for top loading machines. Soak for 30 minutes before washing. For superior results wash in warm water.XXX was gives you not just "whiteness" but also "freshness" the power of blue whiteness up your cloths. For every wash your clothes look and smell as fresh as new

Product Name : Hi-Power
Type : DetergentPowder
Price : Rs.50.00
Net Weight : 1.00Kilograms
Offer : 200Grams Medium More Wash Soap

Dish wash:

Ruf And Tuf
Product Name : Ruf&Tuf
Type : DishWashBar
Price : Rs.10.00
Net Weight : 300 grams

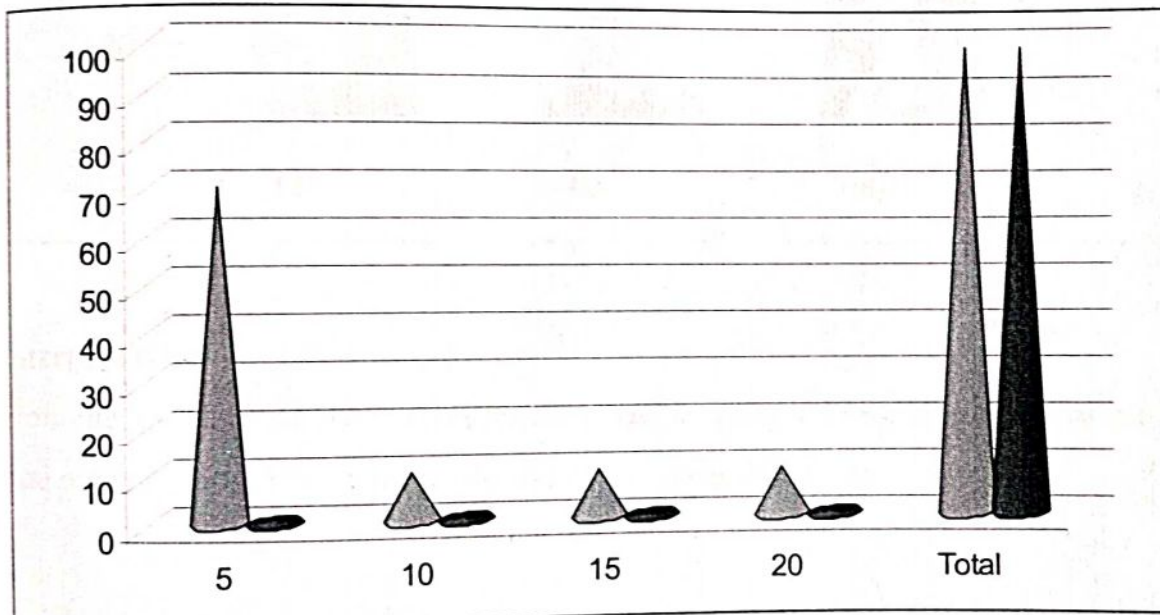
CHAPTER IV
DATA ANALYSIS AND
INTERPRETATION

CHAPTER-IV

DATA ANALYSIS AND INTERPRETATION

1. How many years you have been using bharathi consumer care products?

Particulars	No. of Respondents	Percentage
5	70	70%
10	10	10%
15	10	10%
20	10	10%
Total	100	100%

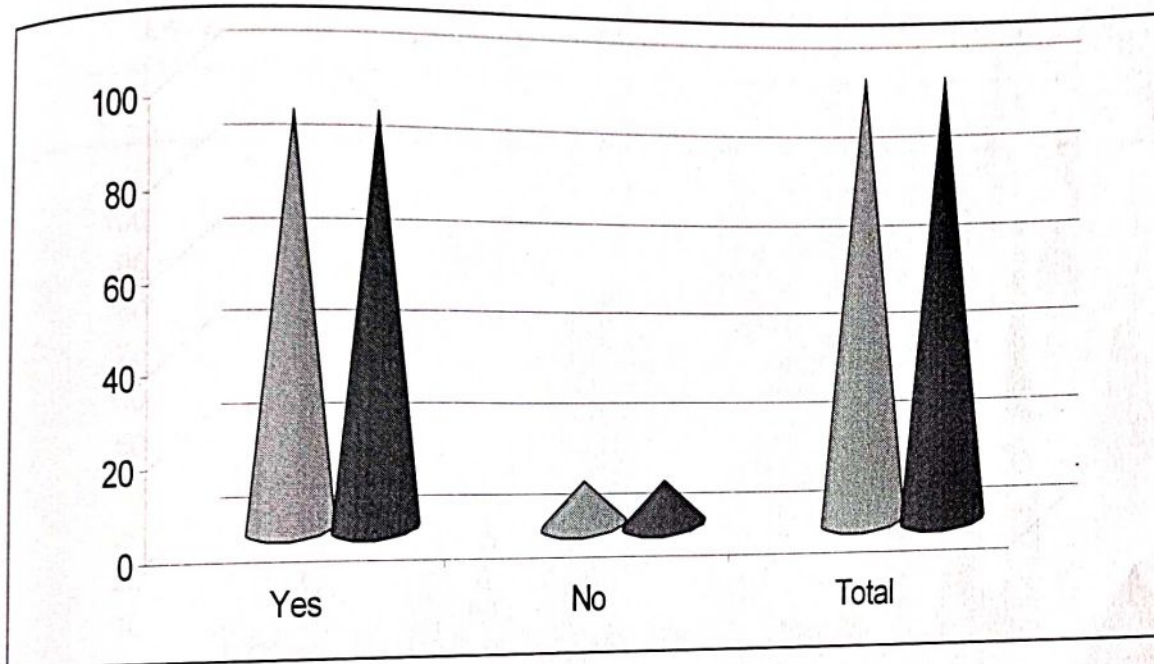


Interpretation

From the above table 70% of respondents using bharathi consumer care products from 5 years onwards, and 10% of respondents are using bharathi consumer care from 10, 15 and 20 years.

2. Do you frequently purchase bharathi consumer care products?

Particulars	No. of Respondents	Percentage
Yes	90	90%
No	10	10%
Total	100	100%

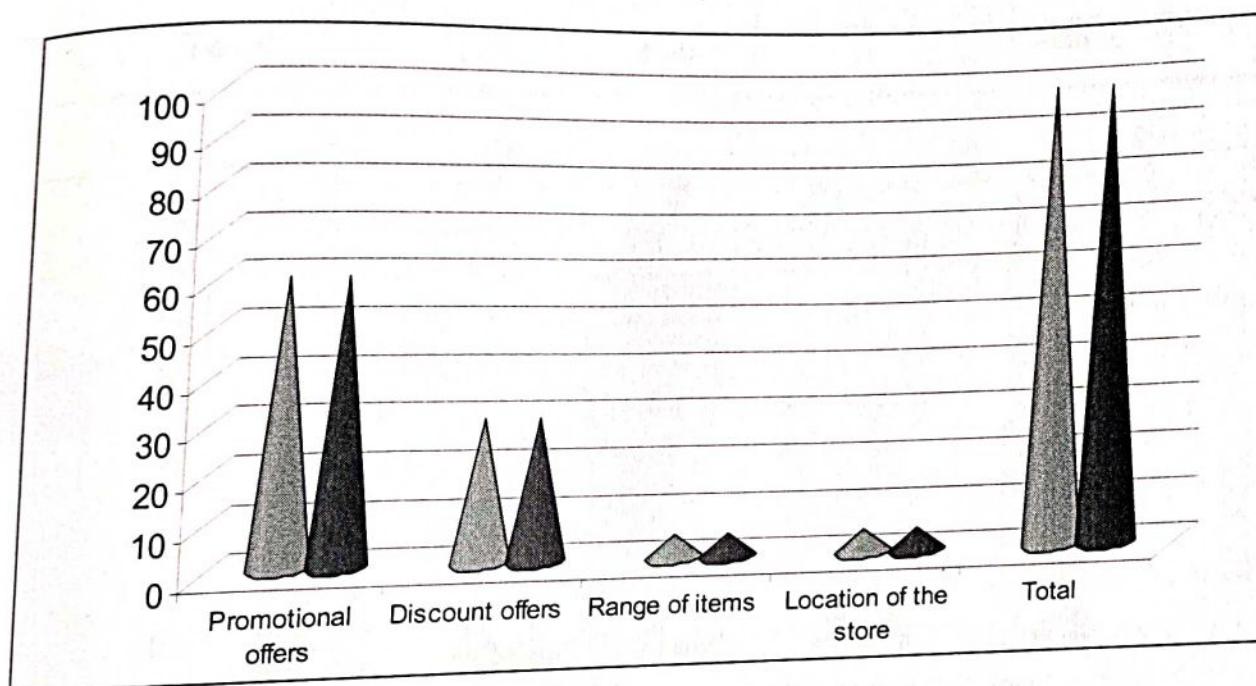


Interpretation

From the above table 90% of respondents are frequently using bharathi consumer care products and 10% of respondents are not using frequently.

3. Reasons to purchase bharathi consumer care products?

Particulars	No. of Respondents	Percentage
Promotional offers	60	60%
Discount offers	30	30%
Range of items	5	5%
Location of the store	5	5%
Total	100	100%

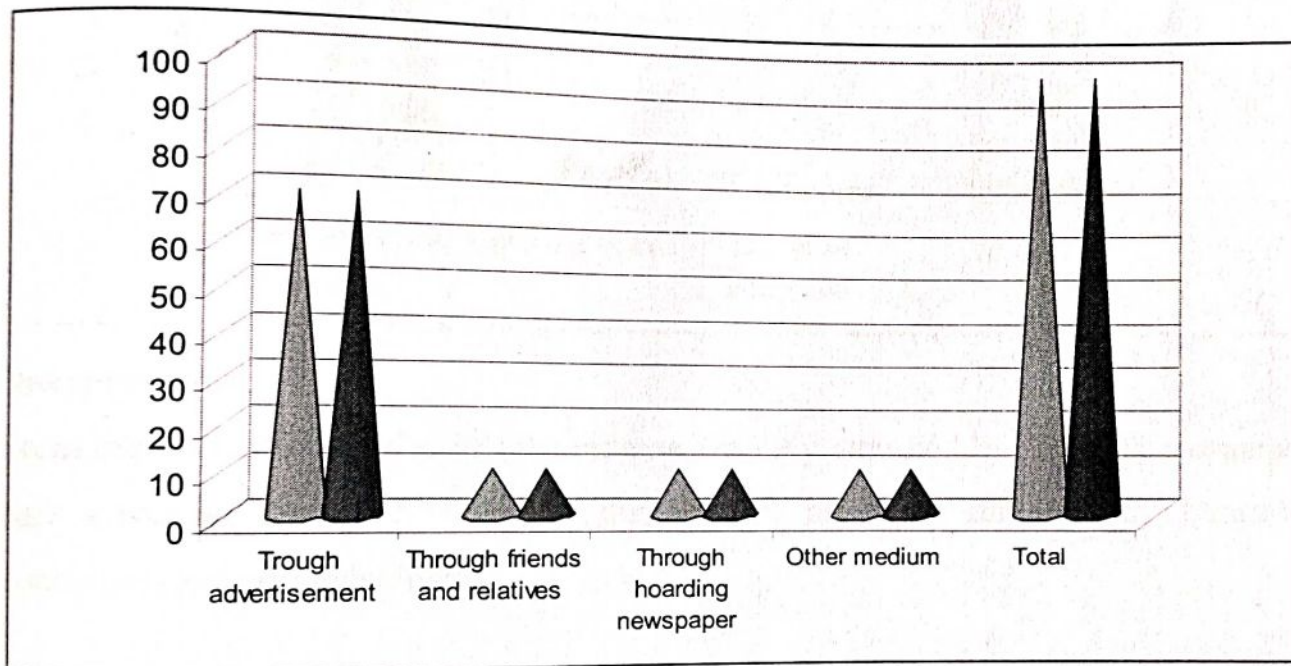


Interpretation

From the above table 60% of respondents attracted by promotional offers and 30% of respondents are attracted by discount offers and 5% of respondents are attracted by range of items and location of store.

4. How do you come to know about bharathi consumer care products?

Particulars	No. of Respondents	Percentage
Trough advertisement	70	70%
Through friends and relatives	10	10%
Through hoarding newspaper	10	10%
Other medium	10	10%
Total	100	100%

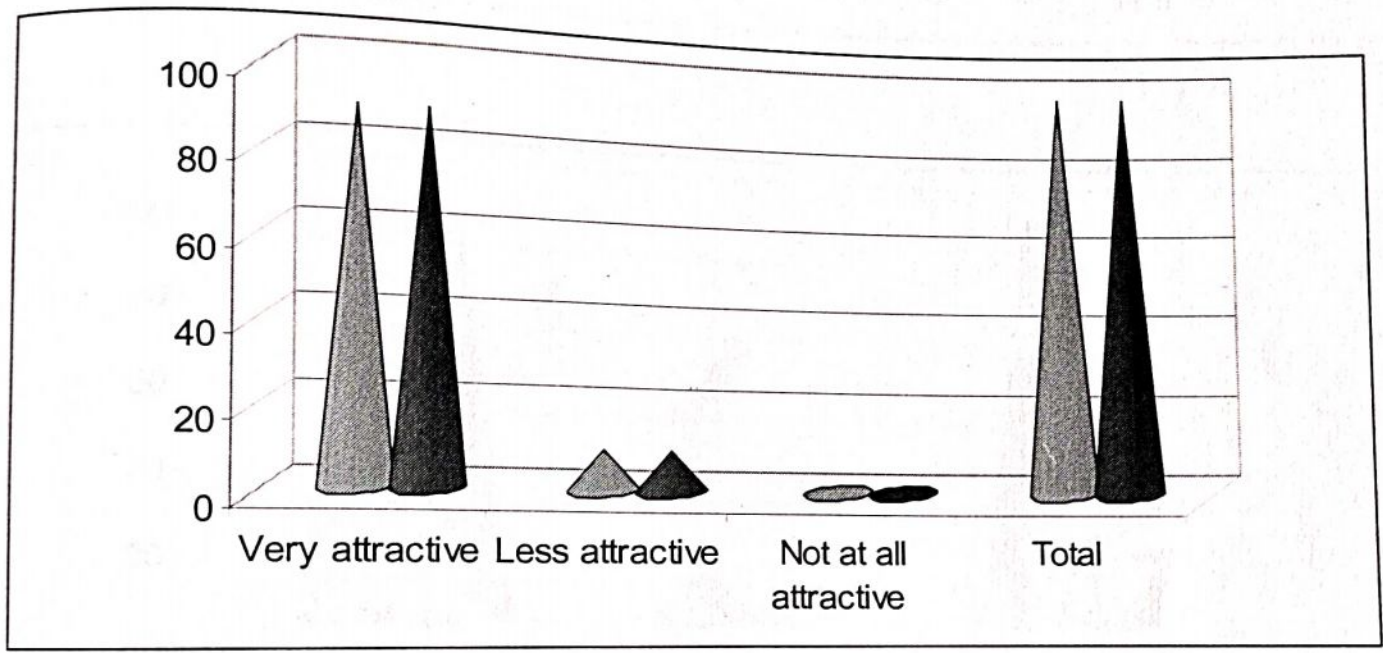


Interpretation

From the above table 70% of respondents are come to know through advertisements and 10% of respondents are come to know through friends and relatives, through hoarding or newspaper and other medium.

5. Rate the attractiveness of advertisements of bharathi consumer care products?

Particulars	No. of Respondents	Percentage
Very attractive	90	90%
Less attractive	10	10%
Not at all attractive	0	0%
Total	100	100%

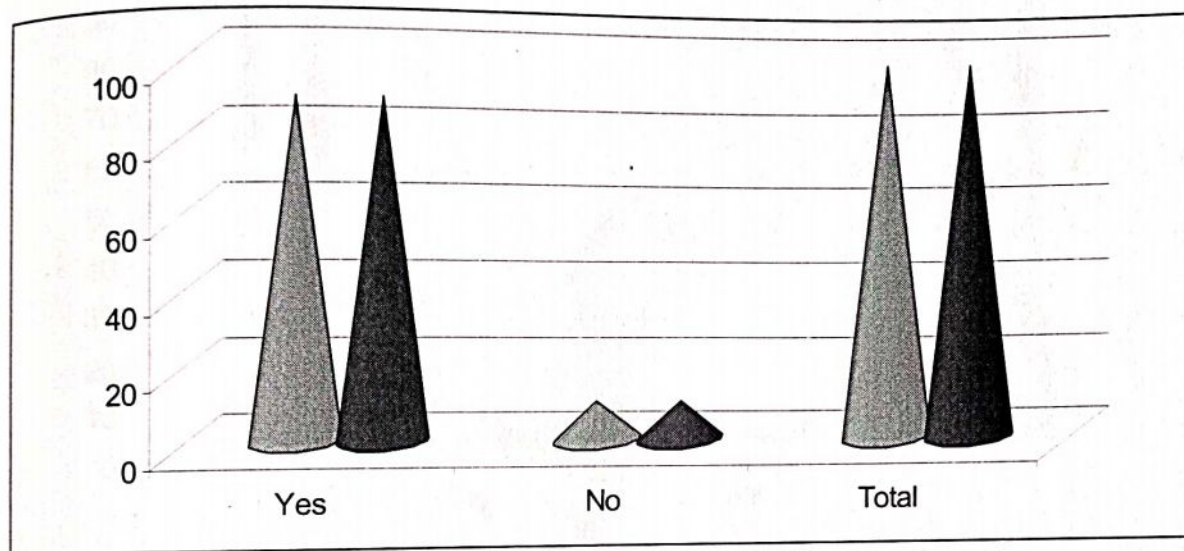


Interpretation

From the above table 90% of respondents are very attracted by bharathi consumer care advertisement and 10% of respondents are less attracted by bharathi consumer care advertisement.

6. Do you think offers are clearly presented through displays in bharathi consumer care products?

Particulars	No. of Respondents	Percentage
Yes	90	90%
No	10	10%
Total	100	100%

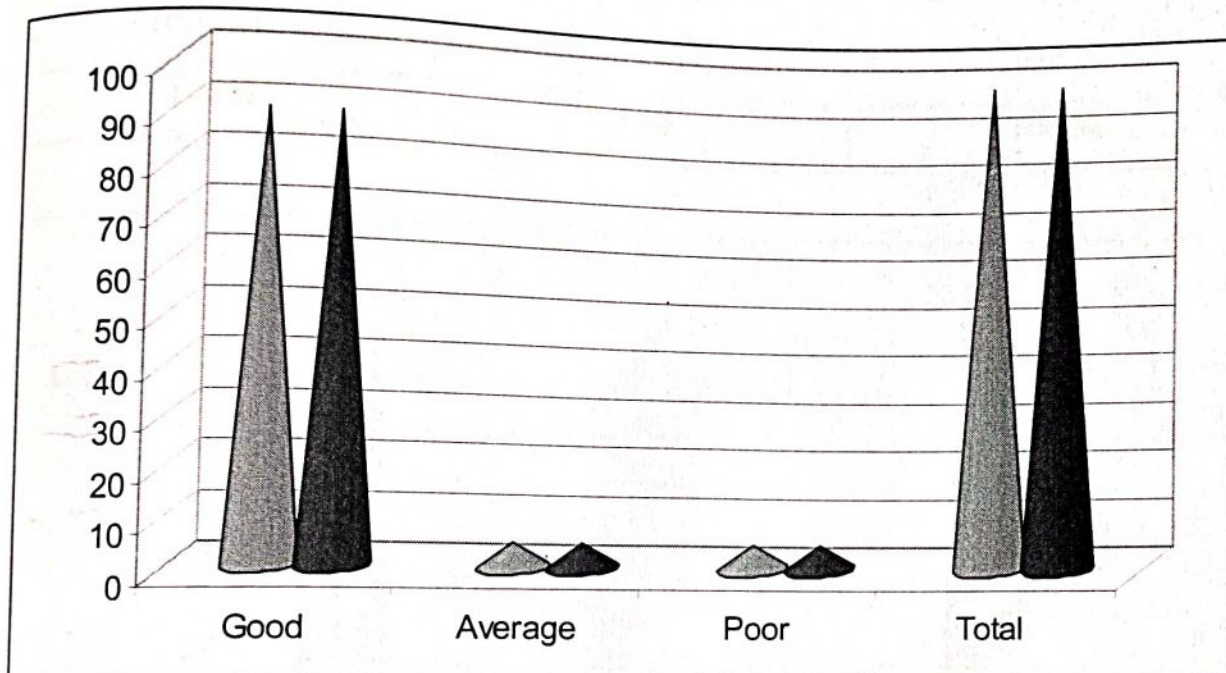


Interpretation

From the above table 90% of respondents are said yes offers are clearly presented through displays in bharathi consumer care products and 10% of respondents said no offers are not clearly presented through displays in bharathi consumer care products.

7. How do you rate the customer schemes of the company?

Particulars	No. of Respondents	Percentage
Good	90	90%
Average	5	5%
Poor	5	5%
Total	100	100%

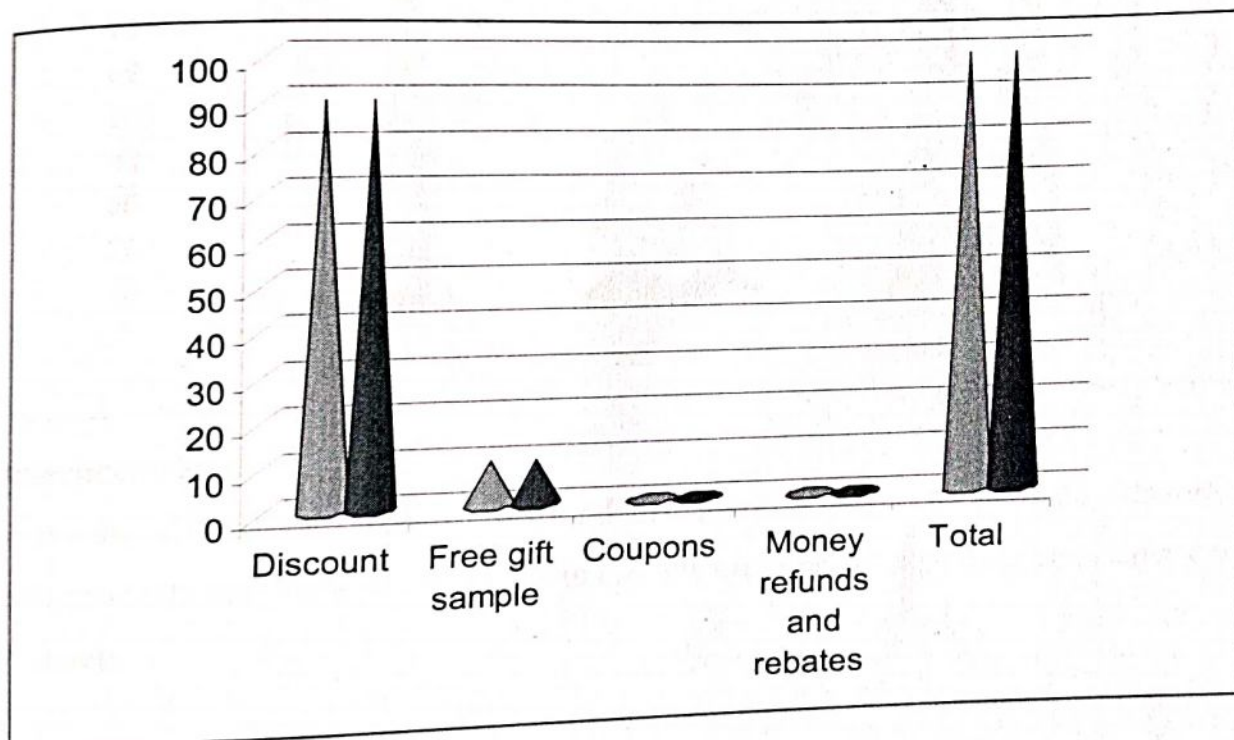


Interpretation

From the above table 90% of respondents are rated the customer scheme of the company is good and 5% of respondents are rated the customer scheme of the company is average and poor.

8. What are the major sales promotion activities of bharathi consumer care products?

Particulars	No. of Respondents	Percentage
Discount	90	90%
Free gift sample	10	10%
Coupons	0	0%
Money refunds and rebates	0	0%
Total	100	100%

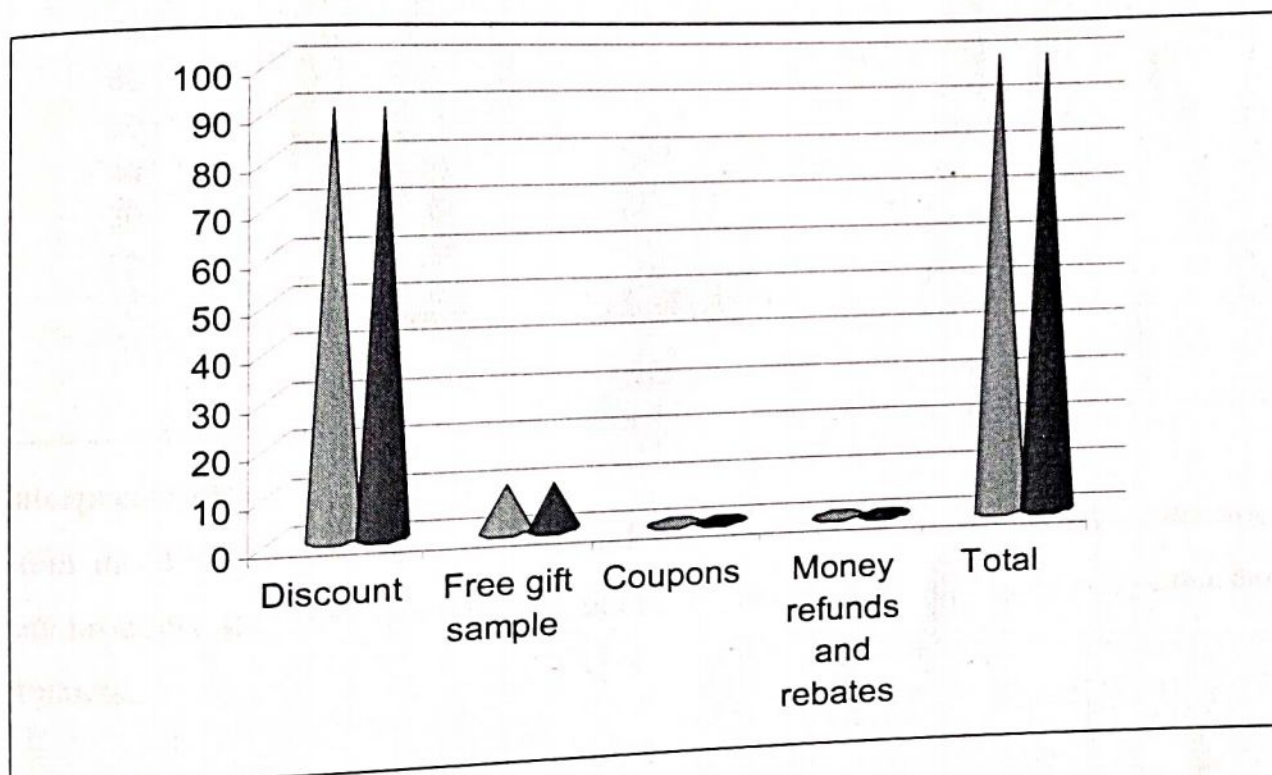


Interpretation

From the above table 90% of respondents are selected discount and free gift sample only the major sales promotion activities of bharathi consumer care products.

8. What are the major sales promotion activities of bharathi consumer care products?

Particulars	No. of Respondents	Percentage
Discount	90	90%
Free gift sample	10	10%
Coupons	0	0%
Money refunds and rebates	0	0%
Total	100	100%

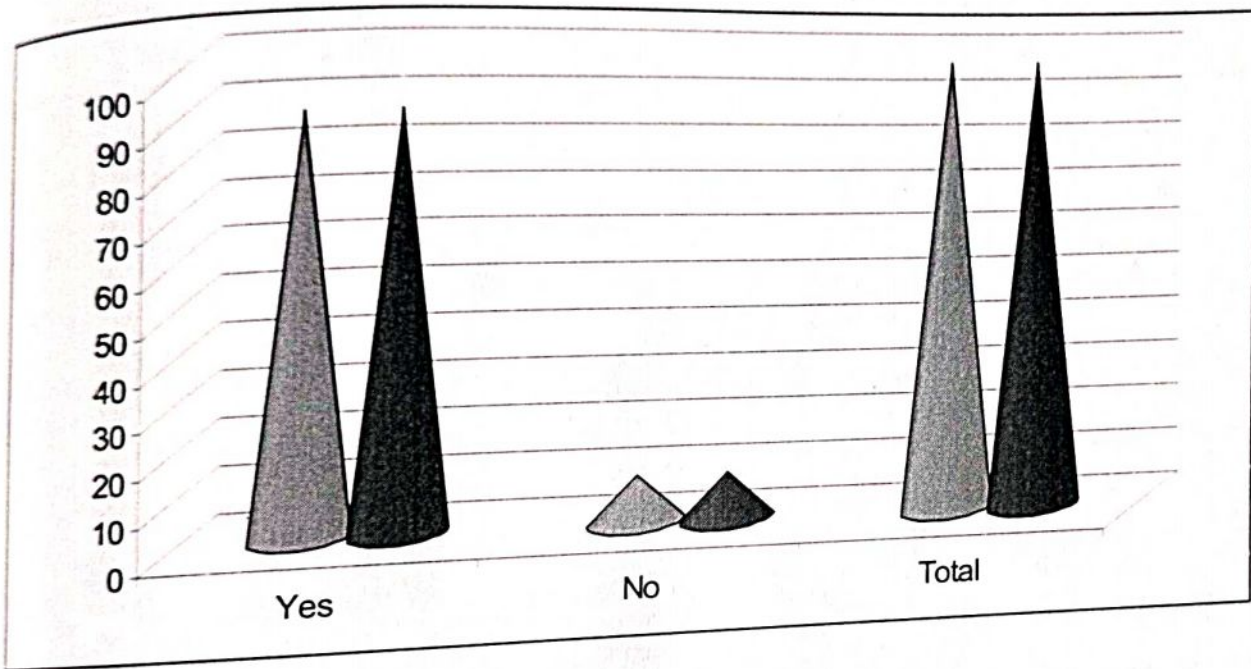


Interpretation

From the above table 90% of respondents are selected discount and free gift sample only the major sales promotion activities of bharathi consumer care products.

9. Are you satisfied with the promotional activities of bharathi consumer care products.

Particulars	No. of Respondents	Percentage
Yes	90	90%
No	10	10%
Total	100	100%

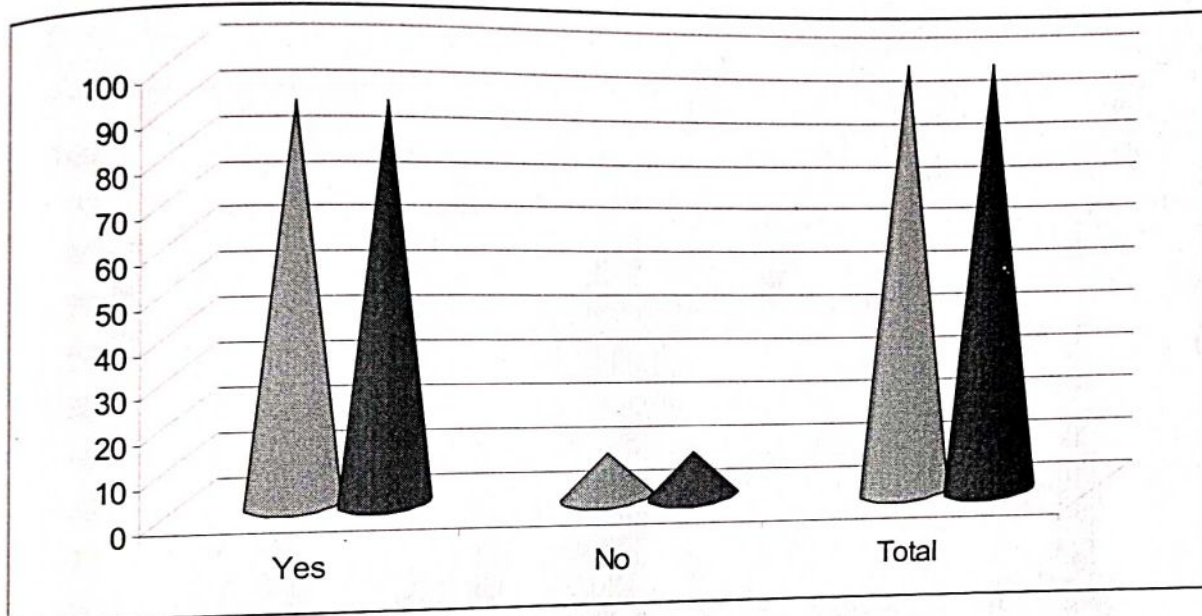


Interpretation

From the above table 90% of respondents are satisfied with bharathi consumer care products and 10% of respondents are not satisfied with bharathi consumer care products.

10. Des the displays and promotions offers informed in the store will attractive you?

Particulars	No. of Respondents	Percentage
Yes	90	90%
No	10	10%
Total	100	100%

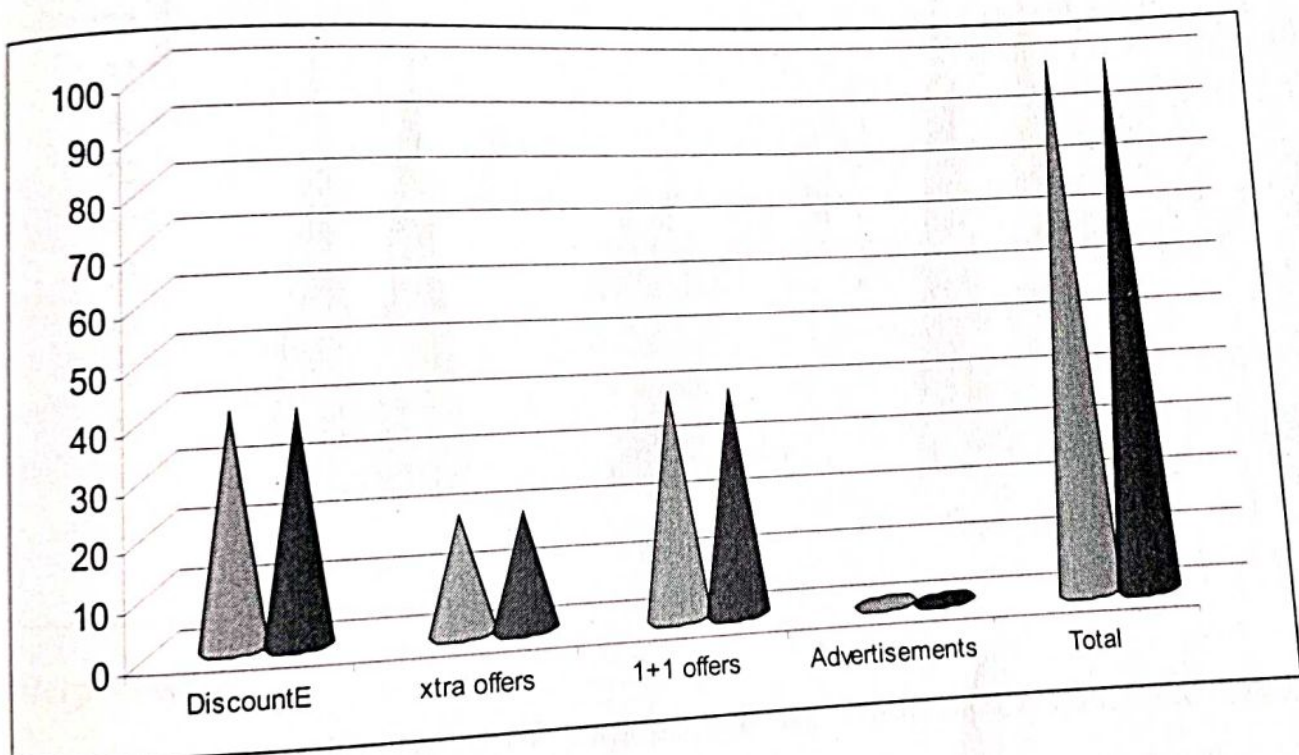


Interpretation

From the above table 90% of respondents are attracted with bhrathi consumer care products and 10% of respondents are said not attracted with bhrathi consumer care products.

11. Which type of promotional activities will attract more customers?

Particulars	No. of Respondents	Percentage
Discount	40	40%
Extra offers	20	20%
1+1 offers	40	40%
Advertisements	0	0%
Total	100	100%

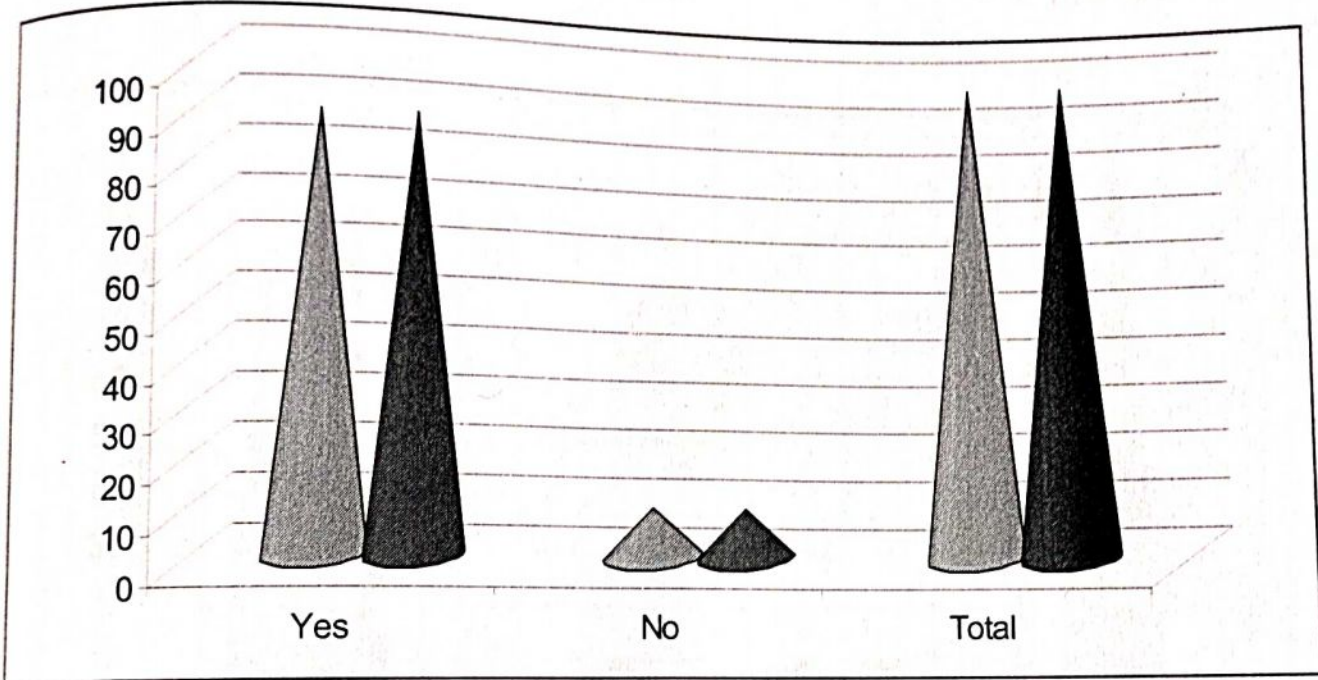


Interpretation

From the above table 40% of respondents are more attracted by the customers for discounts and 1+1 offers and 10% of respondents are more attracted by extra offers.

12. Does the sales promotion activities of bharrathi consumer care products made to you purchase the products again?

Particulars	No. of Respondents	Percentage
Yes	90	90%
No	10	10%
Total	100	100%

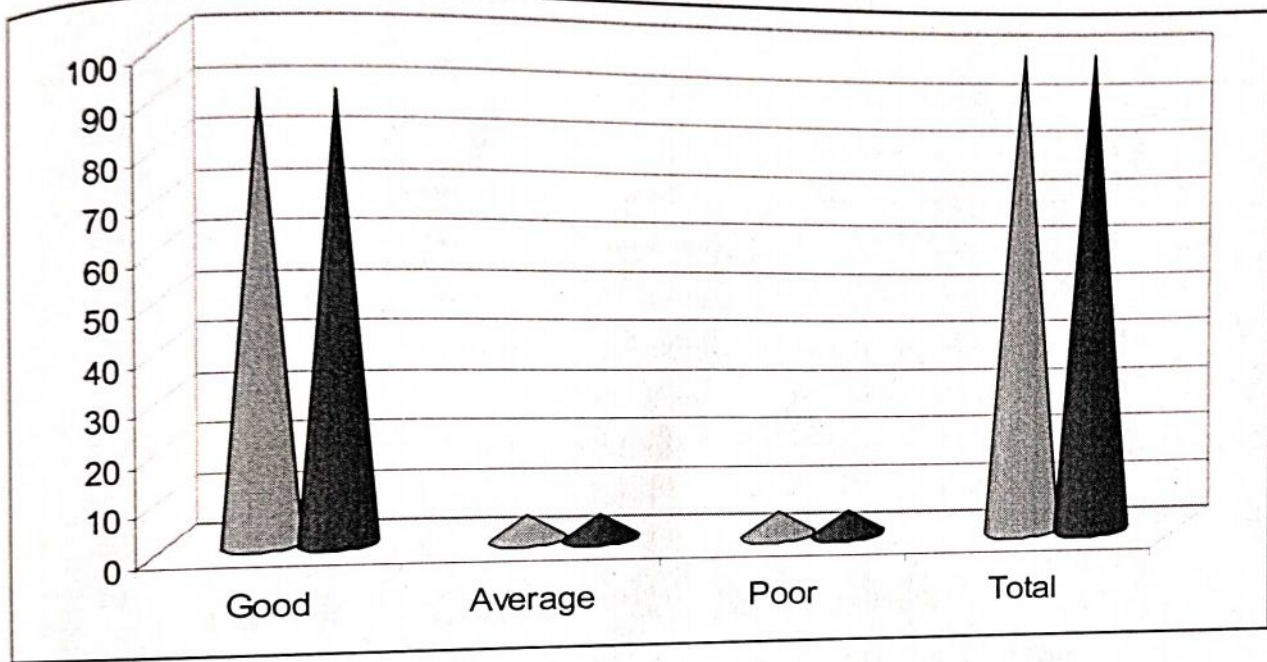


Interpretation

From the above table 90% of respondents are attracted by sales promotion activities with bharrathi consumer care products and 10% of respondents are said not attracted by sales promotion activities with bharrathi consumer care products.

13. Your overall shopping experience of sales promotion of bhrathi consumer care?

Particulars	No. of Respondents	Percentage
Good	90	90%
Average	5	5%
Poor	5	5%
Total	100	100%

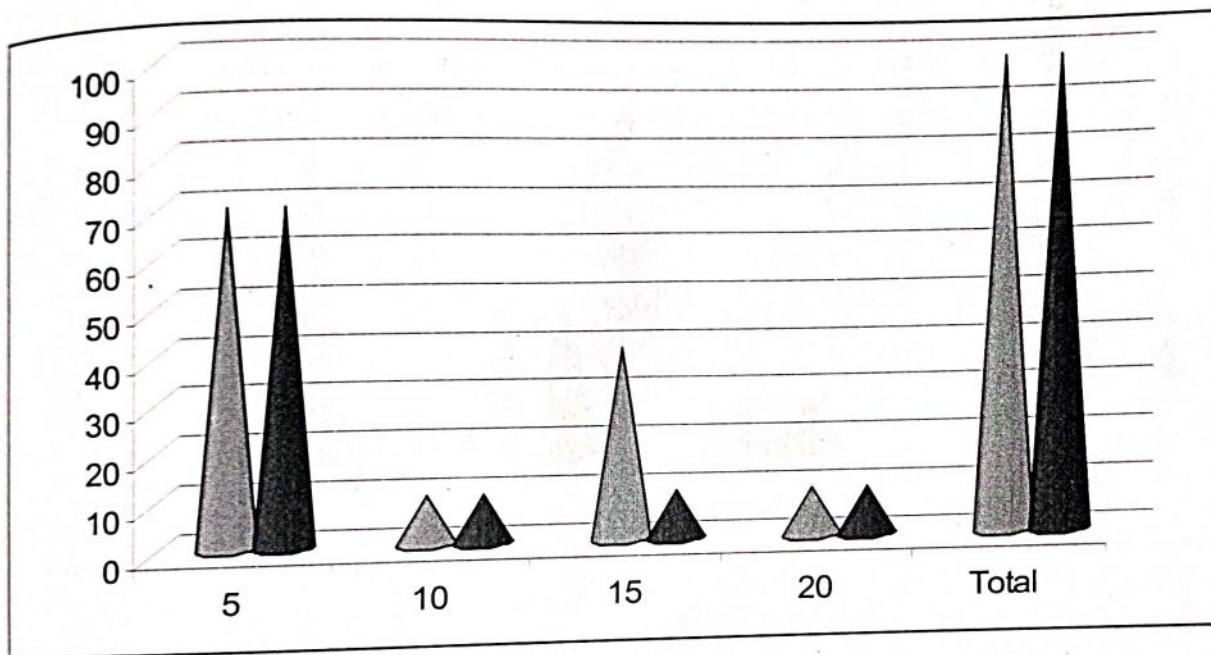


Interpretation

From the above table 90% of respondents have shopping experience and 5% of respondents have shopping experience.

14. How many varieties of bhārathi consumer care products that are available in the market?

Particulars	No. of Respondents	Percentage
5	70	70%
10	10	10%
15	10	10%
20	10	10%
Total	100	100%

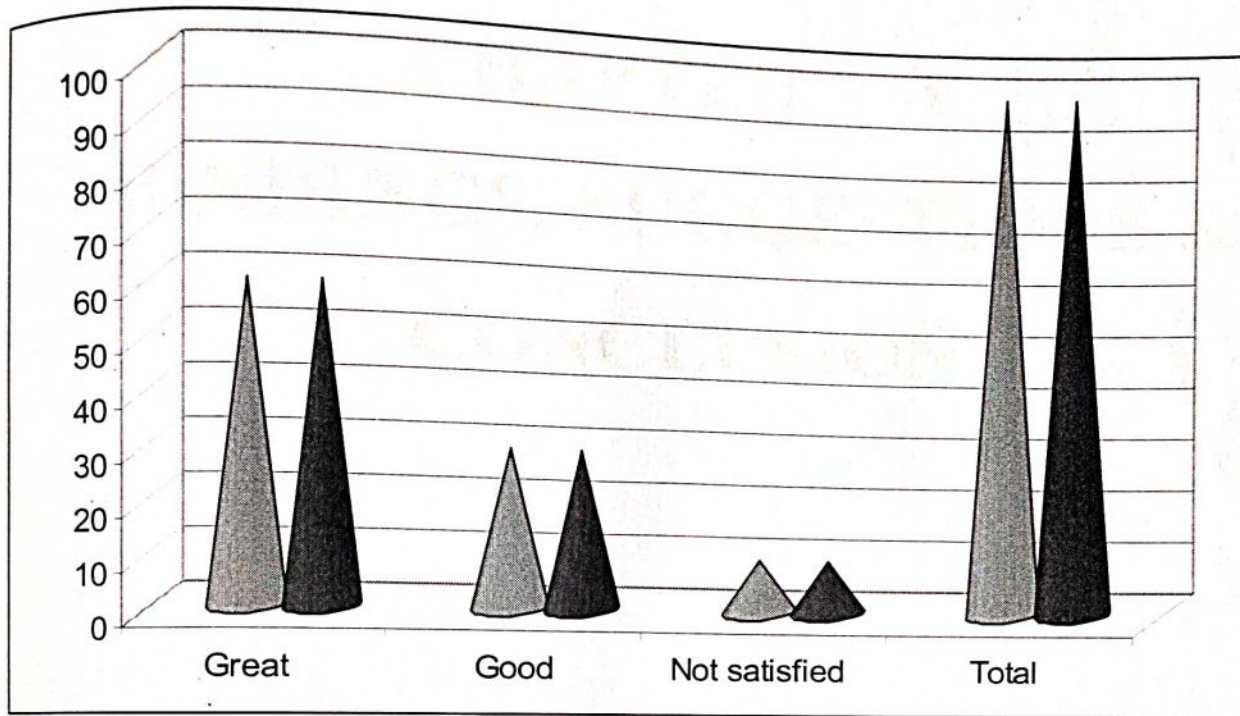


Interpretation

From the above table 70% of respondents are said that 5% of the products are available in the market, 10% of respondents are said 10, 15 and 20 products are available in the market.

15. How do you feel while purchasing bharathi consumer care products?

Particulars	No. of Respondents	Percentage
Great	60	60%
Good	30	30%
Not satisfied	10	10%
Total	100	100%



Interpretation

From the above table 60% of respondents are feel great to purchase bharathi consumer care products and 30% of respondents are feel good to purchase and 10% of respondents are not satisfied with the arrangement of bharathi consumer care products.

CHAPTER V
FINDINGS, SUGGESTIONS &
CONCLUSION

CHAPTER-V FINDINGS AND SUGGESTIONS

FINDINGS:

1. Majority of the respondents are using bhrathi consumer care products from 5 years.
2. It is find that majority of the respondents are purchasing bhrathi consumer care products regularly.
3. Majority of the respondents are attracted by promotional offers to purchase the products.
4. 70% of respondents know the products through advertisements.
5. Majority of respondents are very attracted by the advertisement of bhrathi consumer care products.
6. 90% of respondents are said that offers are clearly presented through displays in bhrathi consumer care products.
7. Majority of respondents customer are satisfied with the company scheme.
8. 90% respondents are said that the discounts are the major sales promotion activities of bhrathi consumer care products.
9. Majority of the respondents are satisfied with the promotional activities of bhrathi consumer care.
10. 90% respondents are said that the promotional offers and displays information in the store will attract the customers.
11. Majority of respondents their overall shopping experience of sales promotion of bharathi consumer care is good.
12. 70% respondents are said that above 5 products are available in the market.
13. Majority of respondents are feel great and good while purchasing bharathi consumer care products.

SUGGESTIONS

1. it is suggested to offer more discounts and offers to the customers
2. It is suggested to improve the promotional activities not only advertisements but also other medium.
3. It is suggested to conduct the survey on the market to know the position of sales and the percentage of increasing customers.
4. It is suggested to use creative strategies for the development of sales.
5. It is suggested increase more promotional activities to overcome the competition in the market.

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ANNEXURE

ANNEXURE

Questionnaire

1. How many years you have been using bharathi consumer care products.
a) 5 years b) 10 years c) 15 years d) 20 years
2. Do you frequently purchase bhrathi consumer care products?
a) Yes b) No
3. Reasons to purchase bhrahti consumer care products?
a) Promotional offers b) Discount offers
c) Rage of items c) Location of the store
4. How do you come to know about bhrathi consumer care products?
a) Through advertisement b) Through friends and relatives
c) Through hoarding or newspaper d) Other media
5. Rate the attractiveness of advertisement of bharathi consumer care products?
a) Very attractive b) Less attractive c) Not at all attractives
6. Do you think offers the customer schemes of the company?
a) Yes b) No
7. How do you rate of the customer schemes of the company?
a) Good b) Average c) Poor
8. What are the major sales promotion activities of bhrathi consumer care products?
a) Discount b) Free gift sample c) Coupons

- a) Discount b) Free gift sample c) Coupons
9. Are you satisfied with the promotional activities of bhrahti consumer care?
- a) Yes b) No

10. Does the displays and promotional offers informed in the store will attracts you?
- a) Yes b) No

11. Which type of promotional activities will attract more customers?
- a) Discount b) Extra offers c) 1+1 offers d) Advertisement

12. Does the sales promotion activities of bhrathi consumer care products made to you purchase the products again?
- a) Yes b) No

13. Your over all shopping experience of sales promotion of bhrathi consumer care?
- a) Good b) Average c) Poor

14. How may verities of bhrathi consumer care products that are available in the market?
- a) 5 b) 10 c) 15 d) 20

15. How do you feel while purchasing bhrahti consumer care products?
- a) Great b) Good c) Not satisfied