

Report on
Comparing Clinic Plus Marketing Strategy with
Competitors of Similar Product Vertical and
Statistically Analysing the Current Market Trends

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DECLARATION

I the undersigned solemnly declare that the report of the project work Comparing Clinic Plus Marketing Strategy with Competitors of Similar Product Vertical and Statistically Analysing the Current Market Trends, is based my own work carried out during my study of MBA (Business Analytics) under the supervision of Dr. Kamal Gulati.

I assert that the statements made, and conclusions drawn are an outcome of the project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted for the award of any other degree/diploma/certificate in this University or any other University.

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Introduction

1.1 Industry Profile

The global shampoo market size was valued at USD 29.38 billion in 2019 and is projected to reach USD 37.92 billion by 2027, exhibiting a CAGR of 3.4% during the forecast period.

Shampoo market size is esteemed at USD 39,373.7 million by 2027 and is required to develop at an accumulate yearly development pace of 4.60% in the conjecture time of 2020 to 2027. Shampoo market report investigations the development, which is right now being becoming because of expanding interest for items.

The developing pervasiveness of problems identified with hairs, for example, hair fall, dandruff, slick hairs, and dryness of the hairs and irritation is one of the indispensable elements whose effect is considerably solid in the current business situation and is relied upon to increment over the estimate time of 2020 to 2027. The better way of life and contamination is a key factor driving the development of the objective market. Fast urbanization, simplicity of utilization and accessibility of little travel-size packs, developing mindfulness regarding hair care, rising discretionary cashflow alongside change in way of life will decidedly affect the development of the shampoo market. What is more, the usability of different kinds of shampoos through various sorts of dissemination and aggressive showcasing, expansion sought after for common and natural items, alongside the rising buyer mindfulness regarding the individual consideration and cleanliness are additionally speeding up the interest of shampoo market. In addition, the eating of inventive items, for example, natural shampoos and rising pattern of utilizing various kinds of shampoos for various hair related issues are boosting different rewarding freedoms for the shampoo market in the previously mentioned estimate time frame.

Be that as it may, the different results combined with the use of the item inferable from the presence of a few synthetics will impede the development of the shampoo market in the previously mentioned figure time frame.

This shampoo market report gives subtleties of new late turns of events, exchange guidelines, import trade investigation, creation examination, esteem chain enhancement, portion of the overall industry, effect of homegrown and limited market players, investigations openings as far as arising income pockets, changes in market guidelines, key market development investigation, market size, class market developments, application specialties and predominance, item endorsements, item dispatches, geological extensions, mechanical

advancements on the lookout. To acquire information on shampoo market contact Information Scaffold Statistical surveying for an Expert Brief, our group will help you take an educated market choice to accomplish market development.

1.2 Organisation Profile

The organisation we chose is Hindustan Unilever to talk a bit about HUL. Let us dive into its history. Hindustan Unilever Company was established in India in 1936 and if you care it was not named as Hindustan Unilever at that time, it was registered as Hindustan Vanaspati Manufacturing Company. But all of this this changed when HUL had to go through rigorous mergers and acquisition deals which turned out to be perfect for the company in year 1956. In this year only that is 1956 it was renamed as Hindustan Lever Limited. Everyone was happy with this name for 51 years until 2007 when Hindustan Lever Limited was rebranded and its name changed to Hindustan Unilever Limited.

Hindustan Unilever as name suggests Hindustan is Indian based consumer goods company, which has its headquarters in Mumbai, India. It is a subsidiary of an Anglo-Dutch Company called Unilever. HUL has 35 product brands. It sells products like Cleaning Products (Shampoo, Soap's etcetera.) Cleaning Agents, Personal Care Products, Water Purifiers.

Hindustan Unilever has more than 20,000 employees as of 2019. HUL has seen sales of figures like ₹34,619 crores in FY 2017-18. HUL is the market leader in Indian consumer products, with over 700 million Indian customers utilising its goods in over 20 categories such as soaps, tea, detergents, and shampoos, among others. The ACNielsen Brand Equity list of 100 Most Trusted Brands Annual Survey (2014), published by Brand Equity, a supplement of The Economic Times, included sixteen of HUL's brands.

Hindustan Unilever also has a research facility which has coined a good name for itself and is known as Hindustan Unilever Research Centre. It is not a new facility they have established. It was established in 1966 which is just after few years Hindustan Unilever saw its some of the major mergers and acquisition deals come through. It was settled in 1966, in Mumbai, India. Hindustan Unilever saw an urge and need of expansion of the company as a whole and with which came the responsibility to expand its research facility as well. This whole expansion fiasco led to HUL expanding its research division in Bangalore in 1997 as Unilever Research India. In very recent years when company is trying to consolidate its divisions it has seen a single operating unit as its research centre. In year 2007 Unilever Research Centre in Bangalore which was setup in 1997 and Hindustan Unilever Research Centre (HURC) which was setup

just after series of mergers and acquisition deals in 1966. Both research centres saw a consolidation by the company as of 2007 in Bangalore Unit. Both the units have been consolidated and now Bangalore unit is the sole operating research unit of Hindustan Unilever.

1.3 Objective of the Study

As Srish Saini and Vipul Thakur were thinking about the idea of what can be done as topic pertaining to major project. We were noticeably clear that we wanted to do something in the marketing domain. Marketing is something which comes very natural to us. We wanted to take a FMCG product and analyse we wanted to take a FMCG product and analyse the whole equation of how an FMCG product works hand determine its whole ideology with marketing study and the marketing strategy a FMCG product uses to capture its consumers as well show this was the whole ideology of, we are being instigated towards this whole research of FMCG products. Now coming onto the statistical part, the other thing, we also wanted to conduct was the statistical part of the study where we made a survey and send it to more than 50 people, we got near about 60 responses and we have done a statistical analysis on that as well. We also wanted to compare FMCG products which actually were in the same industry and the pricing strategy of these competitor products as well now we have discovered few of the competitors like dove and head and shoulders which resonate a lot with the shampoo industry in which clinic plus already is an industry leader also the other part as we have discussed about the statistical analysis and we will be sharing and you can see the results in the results section that can be seen after the methodology section.

Literature Review

1.0 Swot Analysis

The SWOT analysis captures the key strengths, Weakness, Opportunities and Threats which Clinic Plus faces as in whole.

1.1 Strengths

- In-depth industry experience and insight.
- Creative yet practical product designers.
- The use of a highly efficient, flexible business model utilizing direct customer sales and distribution.

1.2 Weaknesses

- The reliance on outside capital necessary to grow the business.
- A lack of retailers who can work face to face with the customer to generate brand and product awareness.
- The difficulty of developing brand awareness as a start-up company.

1.3 Opportunities

- Participation within a growing industry.
- Decreased product costs through economies of scale.
- The ability to leverage other industry participants' marketing efforts to help grow the general market.

1.4 Threats

- Future/ potential competition from an already-established market participant.
- A continued slump in the economy that could have a negative effect on people's spending of discretionary income on fitness/ recreational products.
- The releases of a study that calls into question that safety of skating or the inability to prevent major skating-induced traumas.

2.0 Marketing Strategy

2.1 Overview

Clinic Plus as a company is an Anglo-Dutch conglomerate which operates in more than 70 countries. It has majorly 9 product categories in India and majorly targets rural areas. Clinic Plus seems to have everything under control and is seemingly improving its product year by year. Its products can be classified into positioning categories of healthy and strong hair which helps in empowering women. This also increases the intimacy in the relationship of mother and daughter.

2.2 Product Description

Clinic Plus has 3 categories of Shampoo and all these 3 cater to different problems of hair, targeted majorly to women.

- Health Shampoo
- Natural Shampoo
- Anti-Dandruff Shampoo

2.3 Segmentation

Segmentation is a very initial and basic step in marketing which refers to dividing people of a region or a place into different groups based on the similar demographic interest of people.

For Example: If a company wants to decide which audience it should select for selling its product the very initial step it would have to take is to decide in which region their product will resonate the most and the segregate the audience. This very initial step of dividing people for the ease of selling products is termed as segmentation.

- **Geographical Segmentation:** Clinic Plus is very much centred in selling its product in rural areas and the packaging it uses very often in doing so are sachets of 3ml and 6 ml quantity.
- **Behavioural Segmentation:** Clinic Plus is very much concerned about which behaviour to segment and how to position the product as well. Clinic Plus uses the attributes of medical terminology to segment its product in this sub-category.
- **Price Segmentation:** Price segmentation of clinic plus is very resonated with geographical segmentation as we saw that its majorly concentrated in rural areas and as

the income level goes and the education level goes with respect to trusting modern products for body cleansing. The price is targeted exceptionally low.

Segmentation of clinic plus shampoo products are targeted as ayurvedic, healthy, anti-dandruff. The very thing which matters in market segmentation for any company is:

- **Identify needs of the customer** – It is very essential for a company to consider audience as everything because they are the one who are going to buy your product and if the product is not as per the liking of consumers it can get ridiculously hard to sell the product. Moreover, it also becomes one of the major threats to the business as many competitors can benefit from this very existential need that consumer needs.
- **Identifying different segments of the market** – though it seems obvious to treat a business in a way where it should realise its marketing position in market and follow segmentation as per books. But, one of the particularly important things to keep in mind is that one can make segments of a population but to cater to each segment in a right way and give the attention span each segment deserves also takes a lot of knowledge from business. This might sound quite cliché but, we all can round up to the very first point of the marketing i.e., identifying and understanding the consumers.
- **Estimating the market potential:** As it is noticeably clear from the whole report until now that estimation of what market need is a must. But a lot of times businesses tends to steer away from such things and estimation is something they do not consider as important. One fact is such that 31% of all shampoo sales of Hindustan Unilever is driven by Clinic Plus shampoos.

2.4 Targeting

We have all discussed about what segmentation is and targeting is not completely different from it, rather it is a remarkably similar topic in the same content but with more layers of information (Segmentation) embedded into it. It means breaking the market into more segments based on the similar demographics of people. Let me give you an example:

For Example: Earlier in segmentation we divided the market into different segments and those segments were called regions. These regions are very vaguely distributed and if a company needs to sell its products in any market it needs more attention to detail than just distributing it into regions. So now what company does is that it determines more variables and demographic factors on the basis of which it can sell its product. These variables can be anything based on

the user it can be their income level, age, gender, likes and dislikes as well can be counted as some of the factors on which more segments within segments can be formed in order to sell very specific product to very small group of people. This determines the niche if individuals we are trying to sell and also determines the niche of our product as well.

- **Clinic Plus targets family – health shampoo.** This means they promote healthy lifestyle and healthy hair a person gets from using their product and that target audience is usually a family.
- **Clinic Plus Ayurveda.** As we have seen clinic plus also has a product segment which is related to Ayurveda which means this requires very specific audience which used to trust the modern hair care products but now seems to have shifted towards traditional Indian methods of protecting their hair and using that hair care routine. To target this segment, it is very essential to find a niche of this product.
- **Clinic Plus targets Females** - Clinic Plus when it was initially launched it recognised the needs and wants of Indian women and problem, they were facing with respect to hair care. As women generally in India have long hair it tends to break down very easily and becomes dirty very easily if not taken proper care of. Clinic plus recognised this problem and targeted their all the products to women and females in general. One of the aspects which clinic plus heavily focuses on is the relationship between mother and daughter.
- **Clinic Plus follows differentiated Marketing** - Clinic Plus marketing as we have been seeing is very different from a lot of international conglomerates which enter Indian market their marketing and specifically target audience has not changed since 1988 and this seems to have worked for them. Promoting mother and daughter relationship is something which can be seen throughout their advertisements.

2.5 Positioning

Positioning well, have you ever thought of any product and one and only one company comes into your mind when anyone talks about that product, if this is true case with you have been also caught in a vicious trap of positioning and corporate of that company whose product you associate with have achieved in their objective?

Let me explain you what I just inferred. When a company creates an advertisement for a product it does not just do the first thing it comes to their mind they actually see the reactions' people have when they see and use their product make a lot of changes ad keep on making

changes in their product until a desired reaction from majority of test consumers is achieved and that particular reaction with the supposed feeling one is bound to have as per company is recorded in a studio. This is called advertisement. Once you watch this advertisement there is an image in your mind, or a very catchy jingle that sticks in your head and refuses to go anywhere this feeling of remembering something about the product and associating it with the company that product belongs to is very essence of positioning. A lot of companies use specialised people trained in psychology to curate advertisement because it is exceedingly difficult to instigate a particular ideology in which you and your colleagues believe in and put it in minds of several people to whom it is very new. This task becomes more cumbersome when you are a start-up company and the product you are offering is also very new. That is that a lot of people have not heard about your product, and you must first make them introduce to the product and then only the stage of positioning starts.

If the explanation has let you question on your existence or as millennials would say “the existential crisis of a thing you are having it” then let me give you an example of what positioning is all about.

For Example: Consider a jingle “it’s finger lickin’ good” at first glance you would say Oh Yes that’s KFC. But, to a person who has never been introduced to the brand it’s just a phrase with wrong spelling of licking and a very unhygienic thing to do. So, from next time you remember a brand by seeing any product related in their product basket and a tune runs into your head which is extremely specific to this brand “You have been positioned”. As we have discussed what positioning is and how big of an impact it has on its customer let’s discuss what Clinic Plus uses as its techniques and strategies to promote its brand. Obviously in here they use various things, phrases, and ideologies to get to the psychic of a human being and we will discuss some of them here.

- **Long and Strong** – When Clinic Plus came into the market it seems to have recognised very crucial and essential problem women face. Clinic Plus when it was initially launched it recognised the needs and wants of Indian women and problem, they were facing with respect to hair care. As women generally in India have long hair it tends to break down very easily and becomes dirty very easily if not taken proper care of. Clinic Plus recognised this problem and targeted their all the products to women and females in general. One of the aspects which Clinic Plus heavily focuses on is the relationship between mother and daughter. This resulted in them giving a vastly different and catchy

slogan for their brand with which they used to identify themselves and this slogan was “Long and Strong”.

- **Packaging** – When it came to how their packaging of the product should look like, you guessed it right they decided to go for a family friendly image. What strange is that this seems to be working for them. They have not changed their positioning strategies for 3 decades since they came to India. If you see it also makes sense to just use a family photo that does not include a male figure in it. This made them sell a lot of their products. In future clinic plus did increased their product basket and included a lot more products in it than initially started but that is all related to changing market trends. What seems to be a very constant in the marketing strategy of clinic plus is their positioning strategy whether it comes to using a slogan which catches a lot of eyes like “Long and Strong” or using a family photo (mother and daughter) excluding any male figure to market their product.
- **Identifying the uses** – One of the major product positioning strategy is to blatantly speak out the uses and application what the organisation has planned the product to do. Considering the very fact that product does those things. This is the same strategy which seems to be followed by clinic plus as well. There were few slogans which they used in their product promotional creatives to get better understanding of what consumers might want. These slogans were as follows:
 - ✚ **Strengthens Weak Hair**
 - ✚ **Prevents Hair Breakage**
 - ✚ **Softens Rough Dry Hair**
 - ✚ **Shine for Thick and Healthy Hair**
 - ✚ **Contains Anti-Dandruff Ingredients**
- **Innovative Sachet** – As the globalisation took a toll on India and a lot of people in 2000’s started to migrate from Rural Indian (i.e., villages) to urban cities they saw a culture change and shampoo was one of them. Whenever these migrated people used to again go to their villages, they were very used to these modern products that they carried those with them to their homeland. This resulted in rural people also using these products. This forced FMCG companies like clinic plus itself to diversify and move to rural places. When Clinic Plus went to rural India people were unable to buy these products but wanted to and one other thing was the frequency by which they used these products that is very less because a lot of traditional Indian methods still instigates in

their minds. This also encouraged clinic plus to come up with ₹1 sachets of 3 ml which were one time use. But sometimes the 3ml sachets are also too much for rural people. This coined the term for clinic plus as innovative sachet company as well because they were the first ones to introduce it in India, based on the demographic.

3.0 Marketing Mix

What is mix? A lot of people will have the answer to this question. A lot of you as well will be able to answer it. The remarkably simple answer would be a concatenation of everything. This answer is quite alright though. But it misses a quintessential fact of why marketing mix, well for that matter any mix at all exists at all. To answer this question, you must look at the above diagram of positioning. The concept is not related to positioning but, answer lies in the diagram itself. As you can see four terms written on the lines merge together to form the whole Clinic Plus -Positioning strategy same goes with any mix as well. A mix exists because it contains a bunch of elements which together combined tends to serve a purpose. This purpose is nothing but, the result any organisation or any individual must achieve in each time to attain better of the future and serve the world and do good.

Same thing resonates with the marketing mix. Where it has generally accepted four principles or attributes. These four attributes when lead individually will make a bit a sense to a person who has a bit of idea about marketing. But any person who has no idea about marketing or pertains comparatively less knowledge about the subject than a person who has a good knowledge, will not be able to understand these principles of Marketing Mix very well. If until now you are not curious about what I am talking about let me give you all a small example.

3.0.1 For Example:

Consider an organisation selling a product. Now as selling is not an easy task. The organisation is very ready with the Segmentation, Targeting and Positioning of the audience. Now as per the audience likes, dis-likes, income level, age, and many other attributes related to population demography. Now the task comes how to sell the product. Here comes in play the marketing mix. Marketing mix has four major elements Price, Product, Place and Promotion.

- Now the company must decide the price of the product based on the area and income level.

- The other thing company must focus on is the product where company also must focus on the product of their own, they must customise it based on consumer recommendation and what consumer likes.
- Place as the name suggests is the literal place where any shop of the company has to be established to sell the product.
 - ✚ For example, you all might have gone to McDonalds but, what you do not realise is why McDonalds is so famous and one of the factors is place itself.
 - ✚ The glass doors the open sitting, the open kitchen attracts a lot of customers, and everything is very psychological about it.
 - ✚ When you see *McDonalds* and a *Dhaba* where are you most likely to go if you are with you family and hygiene is also one of the major factors.
 - ✚ If I am not wrong McDonalds will be the first choice this is because of the place they are selling their product.
- Promotion is another very major contribution toward a singular function of marketing mix. This principle if looked at by itself will not make a lot of sense.
 - ✚ But, when concatenated or mixed with price, place, and product which company must decide to become a major concept in marketing.
 - ✚ Though this concept of marketing mix is very easily understandable topic, but there are quite a lot of psychological discrepancies which exists in humans working for an organisation, which blatantly focuses on these concepts.
 - ✚ How to instigate an idea in any individuals mind is a part of positioning. But positioning needs a means to get communicate to a set of people.
 - ✚ Promotion strategies is one of the means we can achieve to instigate ideas in people.
 - ✚ This principle can also be used to generate a need of any product people might not resonate on an organisations level of acceptance to that commodity.

3.1 Pricing

What is pricing people might ask? For me personally its quite simple. It is a monetary value which is embedded in a product. It is quite difficult to identify where the monetary cost should lie in a product. It is also quite a challenging job to calculate the price of a product. To calculate a price of a product the very first thing company do is to identify the per unit operation cost of the product and add that in, then it identifies per unit raw material cost and adds that in as well. Well, it is all plain vanilla until now, just let me Factor in market cost as well. To sell my

product at market standards I need to sell it quite close to competitors pricing and in most of the cases provide more value in a product than competitors and sell it at less price.

You might be well versed with the concept of pricing by now. Let me tell you something why and how a customer buys a product at any price, there is a bit of psychology, but I am sure you will be able to comprehend that knowledge and understand it as well.

Consider pricing as a premium people/ customers/ consumers pay, to never have that need or want of the product again. Pricing can be in any form it can be referred to back as in barter system where price of a good or a product was considered from the product you get in return. For Example, price of 1 Kg Maize could have been determined by the amount of Wheat a person is getting in return. But that system has much longer gone, and a new system of pricing has been introduced where a person can buy anything in exchange of standardised transactional paper forms called money. Currently money is the only thing a lot of people consider while buying something. Even in these days any service performed professionally or immaturity is also transactional with respect to money. As we know Clinic Plus came into Indian market in 1988, by then this new methodology of transaction of goods had been established. Reserve Bank of India was also settled by that time. So, its pretty clear that clinic plus use money system over barter system. This cannot be changed now. Now, a psychology has been developed in people which they associate with buying any product. It is not legally, and logically possible to do that either. All the systems in place right now in this world have been made possible because of the government all around the world agreeing to accept this new form to take over. Banks have been established which work on same principle as well. But if we look at this whole situation from a different angle and put Corporate Social Responsibility as a major factor in determining pricing price of goods can be reduced a lot. As you all might have been familiar with pricing by now let us discuss some more as we go ahead with the project of understanding clinic plus strategies and statistical analysis of current market trends.

3.2 Place

Place as the name suggests is the literal place where any shop of the company must be established to sell the product. Consider an organisation selling a product. Now as selling is not an easy task. The organisation is very ready with the Segmentation, Targeting and Positioning of the audience. Now as per the audience likes, dis-likes, income level, age, and many other attributes related to population demography. Now the task comes how to sell the

product. Here comes in play the marketing mix. Marketing mix has four major elements Price, Product, Place and Promotion.

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- When you see McDonalds and a Dhaba where are you most likely to go if you are with you family and hygiene is also one of the major factors.
- If I am not wrong McDonalds will be the first choice this is because of the place they are selling their product.

When someone thinks of a place a lot of times it is a physical place. And in very literal and marketing sense that is what it is a place is where any shop of the company must be established to sell the product. What it refers as a place is when a product makes it way through a company to its targeted consumer. But the journey does not stop there once the product has been sold company has to take care about the after sales service and how the product performs in hand of the consumer once it leaves the company premises.

Clinic Plus has wide sales but, an issue arises because Clinic Plus uses the distribution channel of Hindustan Unilever to deliver its products. Hindustan Unilever uses incredibly unique way of distribution method which is quite similar along its product range. Hindustan Unilever has over 7000 people/ stores which stock their product they are called stockists. These 7000 stockists cover over 10,00,000 retail outlets where customer/ consumer of Clinic Plus Shampoo can come to buy the product.

When it comes to means of selling that translates to the place that is a place where product can go from a company to the end targeted user. This place can be formed in any way. There can be online platforms and offline retail sales unit as well where people sell their products. But if we talk about the case of Clinic Plus it is very evident from the data that Clinic Plus likes to sell itself offline in retail shops. They do this to let customers buy their product. Their most prominent and main target audience is rural area, and it requires for clinic plus to be grounded to sell. It is not that clinic plus cannot sell its product they can, and they do as well on their website.

- But if you look at the psychological factors pertaining to the same, we see that rural people are not very instigated and motivated enough to buy online.
- This very technology being new to them is one of the major reasons they do not buy online.
- The other reason they do not buy online is because there is always a trust issue of whether the product will come out to be good or not.
- The one other reason being that there is no tangible feel and touch to the product while buying it. This makes people very unaware of the product.

This becomes very reason Clinic Plus sells its products in offline retail shops and still follows Hindustan Unilever old distribution system of 7000 people/ stores which stock their product they are called stockists. These 7000 stockists cover over 10,00,000 retail outlets where customer/ consumer of Clinic Plus Shampoo can come to buy the product.

3.3 Promotion

Promotion is another very major contribution toward a singular function of marketing mix. This principle if looked at by itself will not make a lot of sense. Consider an organisation selling a product. Now as selling is not an easy task. The organisation is very ready with the Segmentation, Targeting and Positioning of the audience. Now as per the audience likes, dislikes, income level, age, and many other attributes related to population demography. Now the task comes how to sell the product. Here comes in play the marketing mix. Marketing mix has four major elements Price, Product, Place and Promotion.

- But, when concatenated or mixed with price, place, and product which company must decide to become a major concept in marketing.
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For Example: Consider a jingle “it’s finger lickin’ good” at first glance you would say Oh Yes that’s KFC. But, to a person who has never been introduced to the brand it is just a phrase with wrong spelling of licking and a very unhygienic thing to do. So, from next time you remember a brand by seeing any product related in their product basket and a tune runs into your head which is extremely specific to this brand “You have been positioned”. As we have discussed what positioning is and how big of an impact it has on its customer lets discuss what clinic plus uses as its techniques and strategies to promote its brand. Obviously in here they use various things, phrases, and ideologies to get to the psychic of a human being and we will discuss some of them here.

There are a lot of roles which promotion figures out, and one of the roles is to increase sales. Though this is a very book language I used, ask yourself what promotion really is? Is it something you would find interesting? Let us all answer this question of what really promotion is. Any company which exists in this whole wide world use promotional strategies to let consumers know they exist, and they are selling a product. But, why selling? Why not a

company can use its method of promotion to increase awareness. They do that as well, but we all are so wound up in this MBA world that we do not understand what real motive behind promotion is. Promotion was meant to deliver an idea a concept, a dream, a feeling of goodness, something which might attract people about something and make them do the exact same thing advertised in the advertisement. The motive has clearly changed as the time has passed now companies care less about introducing their product in their market and focus more on sales. They do not connect with the customers. But what companies do not understand is that connecting with the customers/ consumers/ users of the product is the best thing any company can do to protect its sales as well. Company's get tied up in the whirlwind of strategies to increase sales and look at the bottom line of the company. But what marketing should be about is connecting with the prospect customers and understand what they want, analyse the need gap and work on it to connect with the customers on a very personal level.

Methodology

1.0 Market Summary

Clinic Plus Shampoo has a good information about the market and knows good amount about the common attributes of the most prized customer. This information can be used to better understand who is served, what their specific needs are, and how it can better communicate with them.

1.1 Target Markets

- Mothers (Urban Areas)
- Daughters (Urban Areas)
- Males above 10 (Urban Areas)
- Females above 10 (Rural Areas)
- Males above 10 (Rural Areas)

1.1.1 Market Demographics

The profile for the typical Pegasus customer consists of the following geographic, demographic, and behaviour factors:

Geographics

- Clinic Plus has a presence in pan India and is accessible in both provincial and metropolitan spaces of India.
- It has broadened its presence in 69 nations like the UK, Sri Lanka, Indonesia, Vietnam, the Philippines, and Pakistan. It has the most grounded presence in the Centre East, Latin America, and Asia and has become the main haircare brand in places like Bolivia, Argentina, Thailand, and Brazil.

Demographics

- Clinic Plus is not in an equal ratio between male and female users. Female users dominate its consumer base. This can be because of the obvious marketing of Clinic Plus where the analogy and bond between Mother and Daughter is shown quite a lot. This can also be seen because of its advertisements promoting women empowerment which is very well not resonated with men.
- Ages 13-46, with 48% clustering around ages 23-34. Urban Women tend to cover the widest age range, including young users through active adults. This is mainly because we can see mostly middle-aged women and young women aged from 20-30 buying this product. The rural segmentation of audience also tends to see women buying behaviour more as compared to men. Rural users tend to be in ages between 20-40.
- Of the users who are over 20, 65% have an undergraduate degree or substantial undergraduate diploma/ coursework.
- The adult users have a median personal income of ₹450,000.

Behaviour Factors

- Clinic Plus promotes its product as a do-good raw material product. Where using their product will strengthen their hair, and strong long hair elevates the confidence in a human being.
- As it is often seen that long hair are seen in women their product focuses on empowering women. Where the strength in hair in compared to the bold and daring decisions a woman should take in her life no matter what the society says.

1.1.2 Market Needs

Clinic Plus is providing its consumers with a wide range of products for hair nourishment. The organisation seeks to fulfil the following benefits that are important to its customers:

- Long Hair & Strong Hair
- Reduce Hair Fall
- Improved Customer Service

1.1.3 Market Trends

The global shampoo market size was valued at USD 29.38 billion in 2019 and is projected to reach USD 37.92 billion by 2027, exhibiting a CAGR of 3.4% during the forecast period.

Shampoo market size is esteemed at USD 39,373.7 million by 2027 and is required to develop at an accumulate yearly development pace of 4.60% in the conjecture time of 2020 to 2027. Shampoo market report investigations the development, which is right now being becoming because of expanding interest for items.

The developing pervasiveness of problems identified with hairs, for example, hair fall, dandruff, slick hairs, and dryness of the hairs and irritation is one of the indispensable elements whose effect is considerably solid in the current business situation and is relied upon to increment over the estimate time of 2020 to 2027. The better way of life and contamination is a key factor driving the development of the objective market. Fast urbanization, simplicity of utilization and accessibility of little travel-size packs, developing mindfulness regarding hair care, rising discretionary cashflow alongside change in way of life will decidedly affect the development of the shampoo market. What is more, the usability of different kinds of shampoos through various sorts of dissemination and aggressive showcasing, expansion sought after for common and natural items, alongside the rising buyer mindfulness regarding the individual consideration and cleanliness are additionally speeding up the interest of shampoo market. In addition, the eating of inventive items, for example, natural shampoos and rising pattern of utilizing various kinds of shampoos for various hair related issues are boosting different rewarding freedoms for the shampoo market in the previously mentioned estimate time frame.

Be that as it may, the different results combined with the use of the item inferable from the presence of a few synthetics will impede the development of the shampoo market in the previously mentioned figure time frame.

This shampoo market report gives subtleties of new late turns of events, exchange guidelines, import trade investigation, creation examination, esteem chain enhancement, portion of the overall industry, effect of homegrown and limited market players, investigations openings as far as arising income pockets, changes in market guidelines, key market development

investigation, market size, class market developments, application specialties and predominance, item endorsements, item dispatches, geological extensions, mechanical advancements on the lookout. To acquire information on shampoo market contact Information Scaffold Statistical surveying for an Expert Brief, our group will help you take an educated market choice to accomplish market development.

1.1.3.1 Shampoo Market Scope and Market Size

Shampoo market is sectioned based on item type, value, segment, and appropriation channel. The development among the various sections helps you in achieving the information identified with the diverse development factors expected to be common all through the market and form various methodologies to help distinguish centre application regions and the distinction in your objective business sectors.

- Based on item type, the shampoo market is portioned into restorative shampoo, home grown shampoo, 2-in-1 shampoo, against dandruff, kids' shampoo, sedated shampoo, standard shampoo, and dry shampoo.
- Considering value, the shampoo market is portioned into economy, mid and premium.
- The segment section for the shampoo market incorporates men, ladies, and children.
- Based on conveyance channel, the shampoo market is divided into grocery store, hypermarket, corner shop, claim to fame store and pharmacy.

1.1.3.2 Shampoo Market Country Level Analysis

Shampoo market is investigated and market size, volume data is given by country, item type, value, segment, and dispersion channel as referred to above.

The nations shrouded in the shampoo market report are U.S., Canada and Mexico in North America, Germany, France, U.K., Netherlands, Switzerland, Belgium, Russia, Italy, Spain, Turkey, Rest of Europe in Europe, China, Japan, India, South Korea, Singapore, Malaysia, Australia, Thailand, Indonesia, Philippines, Rest of Asia-Pacific (APAC) in the Asia-Pacific (APAC), Saudi Arabia, U.A.E, Israel, Egypt, South Africa, Rest of Centre East and Africa (MEA) as a piece of Centre East and Africa (MEA), Brazil, Argentina and Rest of South America as a feature of South America.

Asia-Pacific is driving the shampoo market because of the rising discretionary cashflow, developing inclination for unfamiliar brands among working people around there. Europe area is relied upon to hold the biggest development rate over the estimate time of 2020 to 2027 because of the expanding interest for regular and plant fixings around there.

The nation segment of the shampoo market report additionally gives singular market affecting variables and changes in guideline in the market locally that effects the current and future patterns of the market. Information focuses like utilization volumes, creation locales and volumes, import trade examination, value pattern investigation, cost of crude materials, downstream and upstream worth chain examination are a portion of the significant pointers used to conjecture the market situation for singular nations.

Figures below shows the info graphical representation of various market trends and strategies incorporated in shampoo industry.



SEGMENTATION

ASIA PACIFIC

(Japan, China, India, South Korea, Australia, & Rest of Asia Pacific)

\$9.85 **\$10.20**
Billion **Billion**
2018 2019

Europe

(U.K., Germany, France, Italy, Spain, & Rest of Europe)

North America

(U.S., Canada, & Mexico)

Middle East & Africa

(South Africa, UAE, Saudi Arabia & Rest of the Middle East & Africa)

South America

(Brazil, Argentina, & Rest of South America)



By Product Form

Liquid 55.26%
Solid
Others

By Application

Household
Commercial

By Product Type

Medicated
Special-purpose
Non-medicated
Regular



By Distribution Channel

Hypermarkets
Supermarkets
Convenience Stores
Online Stores
Others
(Salons, Pharmacies, etc.)

PROMINENT PLAYERS



INDUSTRY DEVELOPMENTS

JANUARY 2020

Garnier Fructis, a brand of L'Oréal, launched 'Treat Shampoo & Conditioner' products that are vegan and formulated with 98% naturally derived ingredients.



JANUARY 2020

Herbal Essence, announced the launch of a new product line, 'Potent Aloe Collection' that is formulated with sustainable ingredients.

2.0 Swot Analysis



The SWOT analysis captures the key strengths, Weakness, Opportunities and Threats which Clinic Plus faces as in whole.

2.1 Strengths

- In-depth industry experience and insight.
- Creative yet practical product designers.
- The use of a highly efficient, flexible business model utilizing direct customer sales and distribution.

2.2 Weaknesses

- The reliance on outside capital necessary to grow the business.
- A lack of retailers who can work face to face with the customer to generate brand and product awareness.
- The difficulty of developing brand awareness as a start-up company.

2.3 Opportunities

- Participation within a growing industry.
- Decreased product costs through economies of scale.
- The ability to leverage other industry participants' marketing efforts to help grow the general market.

2.4 Threats

- Future/ potential competition from an already-established market participant.
- A continued slump in the economy that could have a negative effect on people's spending of discretionary income on fitness/ recreational products.
- The releases of a study that calls into question that safety of skating or the inability to prevent major skating-induced traumas.

3.0 Competition

Clinic Plus is forming its own market. There are many competitors which also currently exist in the shampoo industry. These competitors are as follows:

- Dove
- Sunsilk
- Tres Emme
- Head & Shoulder
- Wella
- Mama Earth
- Pantene
- Patanjali Ayurveda
- Loreal
- Hair Vital

There are many indirect competitors who are manufacturers of shampoo that do not sell in retail shops. These shampoo products are marketed in a sense that they are sold door to door and thus made a part of door-to-door marketing. These brands follow Multi-Level Marketing as the key ideology in conducting that. These companies have names like Vestige, Herbalife.

3.1 Product Offering

Clinic Plus now offers several products:

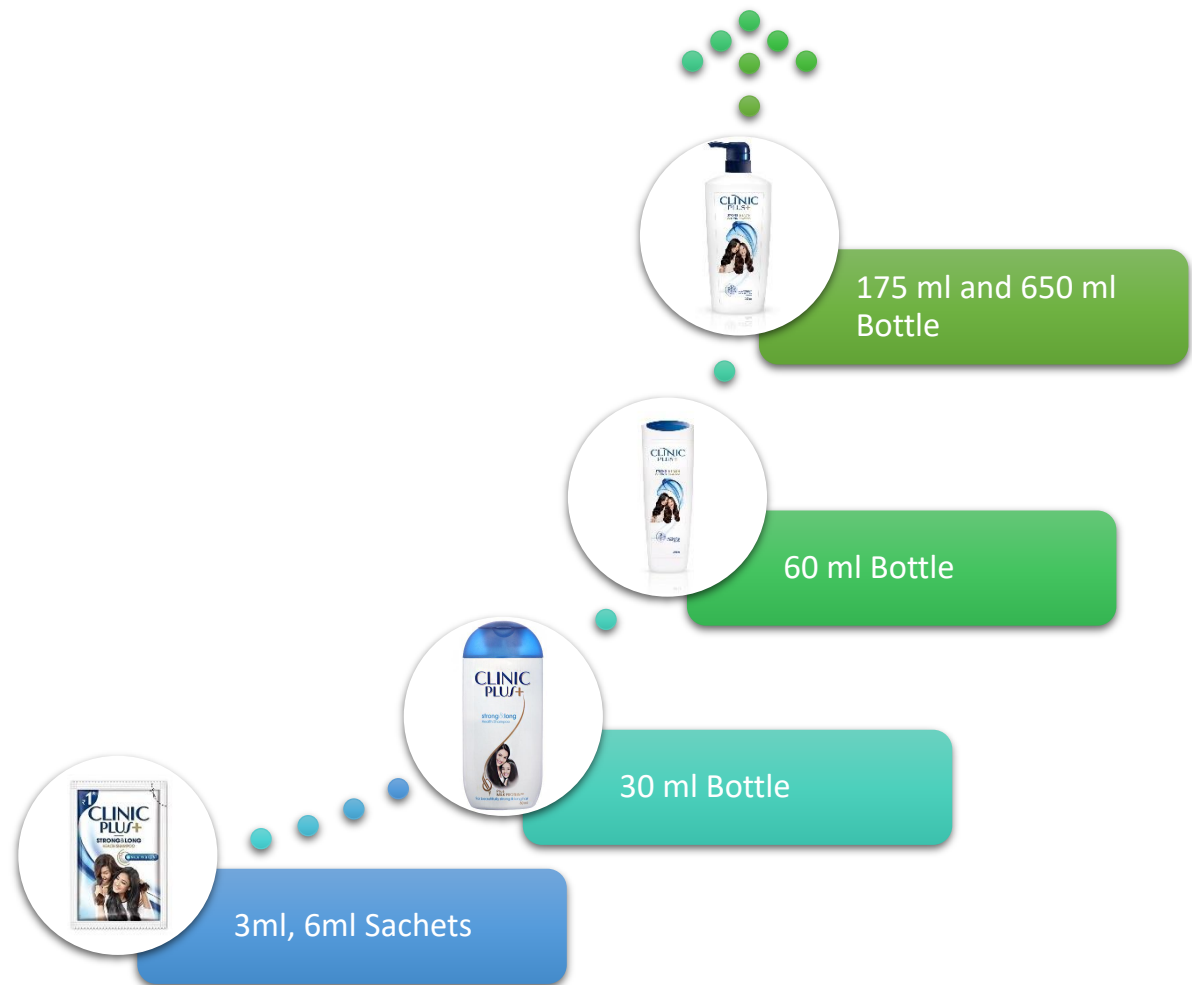
- 3 ml and 6 ml sachets which are smaller versions of of shampoos which are majorly packed in small plastic packets and are available to people who belong to lower income group. These product packaging is found in Rural areas.
- 30 ml and 60 ml range are found in bottles and are targeted for urban-rural market. These product packaging are used for people who have better income structure than

rural people. These people also believe in modernising and believe in modern body care products rather than traditional Indian remedies.

- 80 ml and 175 ml bottles are targeted towards middle class people and are urban but still connected to their rural roots.
- 340 ml, 650 ml are targeted to majorly urban population with bigger income bracket and are not used to buying small things and daily used things like shampoo on a very often basis.

Target Market Forecast							
Potential Customers	Growth	2019	2020	2021	2022	2023	CAGR ¹
Mothers (Urban)	10%	₹ 1,91,42,500.00	₹ 2,10,56,750.00	₹ 2,31,62,425.00	₹ 2,54,78,668.00	₹ 2,80,26,535.00	10%
Daughters (Urban)	15%	₹ 68,20,000.00	₹ 78,43,000.00	₹ 90,19,450.00	₹ 1,03,72,368.00	₹ 1,19,28,223.00	15%
Males (Rural Above 10)	10%	₹ 3,87,500.00	₹ 4,26,250.00	₹ 4,68,875.00	₹ 5,15,763.00	₹ 5,67,339.00	10%
Females (Rural Above 10)	6%	₹ 24,80,000.00	₹ 26,28,800.00	₹ 27,86,528.00	₹ 29,53,720.00	₹ 31,30,943.00	6%
Males (Urban Above 10)	4%	₹ 21,70,000.00	₹ 22,56,800.00	₹ 23,47,072.00	₹ 24,40,955.00	₹ 25,38,593.00	4%
Total	10.48%	₹ 3,10,02,019.00	₹ 3,42,13,620.00	₹ 3,77,86,371.00	₹ 4,17,63,496.00	₹ 4,61,93,656.00	10.48%

*Compounded Annual Growth Rate



3.2 Keys to Success

The keys to success are designing and producing products that meet market demand. In addition, Clinic Plus must ensure Total Customer Satisfaction. If these keys to success are achieved, it will become a profitable, sustainable company.

3.3 Critical Issues

As an existing brand in the market Clinic Plus still has a lot of potential, though with the help of our survey conducted of 60 people we found that 26.3% people use Clinic Plus Shampoo.

Clinic Plus is providing its consumers with a wide range of products for hair nourishment. The organisation seeks to fulfil the following benefits that are important to its customers:

- Long Hair & Strong Hair

- Reduce Hair Fall
- Improved Customer Service

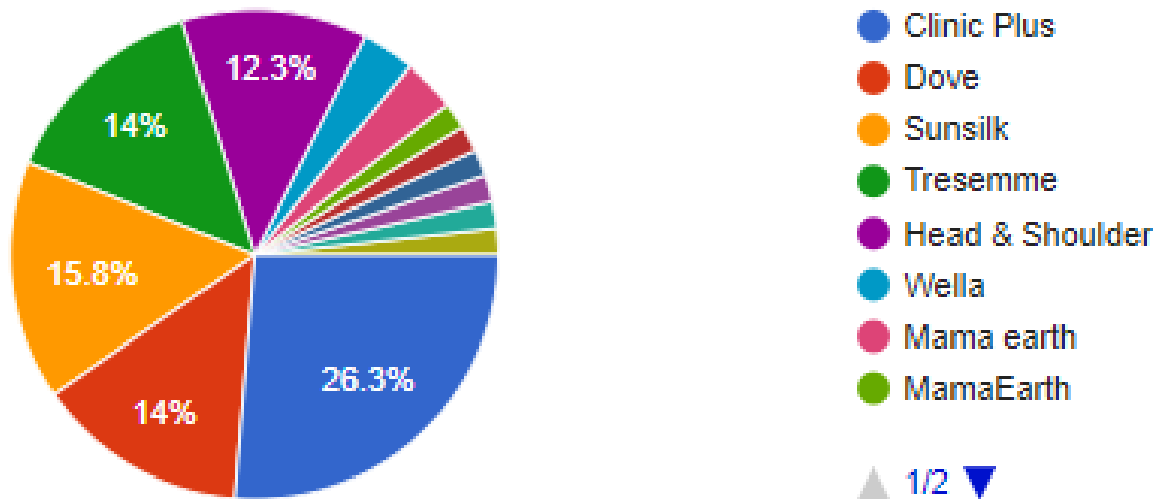
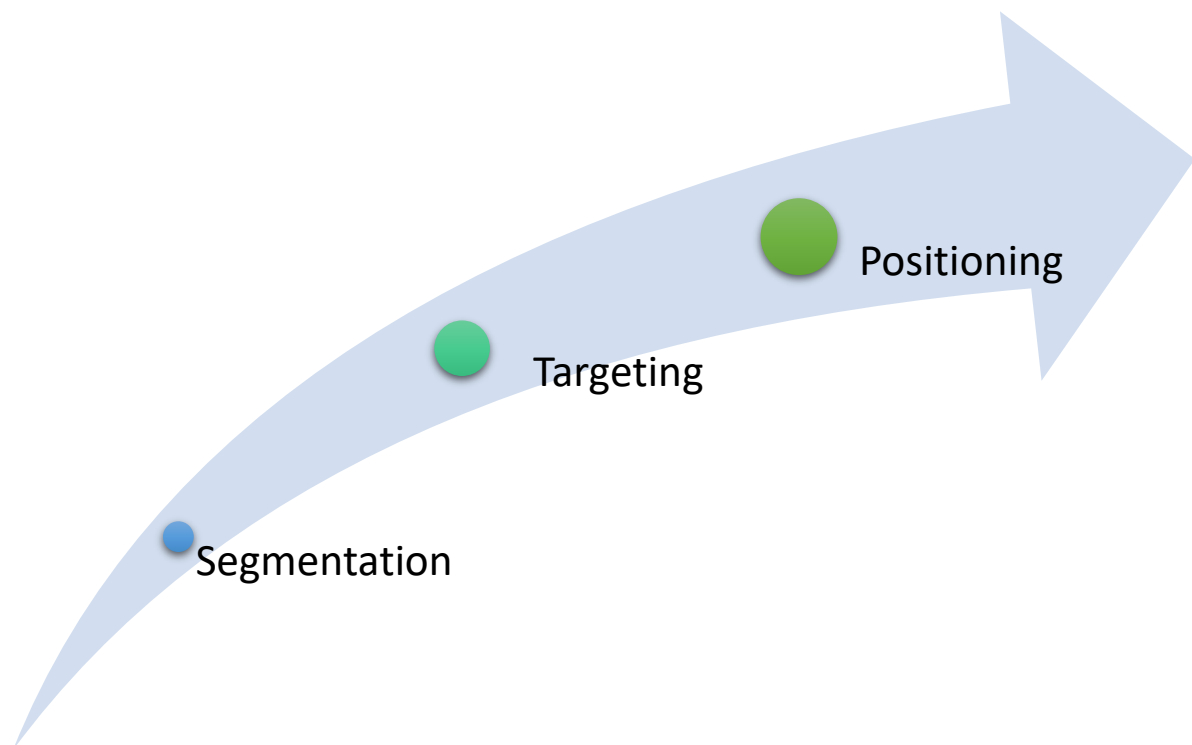


Figure 1: 26.3% People we surveyed use Clinic Plus.

- Establish itself as a get-to-all consumer shampoo brand and focus on reaching masses rather than focusing on rich audience. As competitors are already dominating that space.
- Pursue very controlled growth as a very immediate growth without knowing the market can backfire. This might result in loss of sales.
- Constantly monitoring Customer satisfaction and ensuring the growth strategy will never compromise service and customer satisfaction level.

4.0 Marketing Strategy



4.1 Overview

Clinic Plus as a company is an Anglo-Dutch conglomerate which operates in more than 70 countries. It has majorly 9 product categories in India and majorly targets rural areas. Clinic Plus seems to have everything under control and is seemingly improving its product year by year. Its products can be classified into positioning categories of healthy and strong hair which helps in empowering women. This also increases the intimacy in the relationship of mother and daughter.

4.2 Product Description

Clinic Plus has 3 categories of Shampoo and all these 3 cater to different problems of hair, targeted majorly to women.

- Health Shampoo
- Natural Shampoo
- Anti-Dandruff Shampoo

4.3 Segmentation

Segmentation is a very initial and basic step in marketing which refers to dividing people of a region or a place into different groups based on the similar demographic interest of people.

For Example: If a company wants to decide which audience it should select for selling its product the very initial step it would have to take is to decide in which region their product will resonate the most and the segregate the audience. This very initial step of dividing people for the ease of selling products is termed as segmentation.

- **Geographical Segmentation:** Clinic Plus is very much centred in selling its product in rural areas and the packaging it uses very often in doing so are sachets of 3ml and 6 ml quantity.
- **Behavioural Segmentation:** Clinic Plus is very much concerned about which behaviour to segment and how to position the product as well. Clinic Plus uses the attributes of medical terminology to segment its product in this sub-category.
- **Price Segmentation:** Price segmentation of clinic plus is very resonated with geographical segmentation as we saw that its majorly concentrated in rural areas and as the income level goes and the education level goes with respect to trusting modern products for body cleansing. The price is targeted exceptionally low.

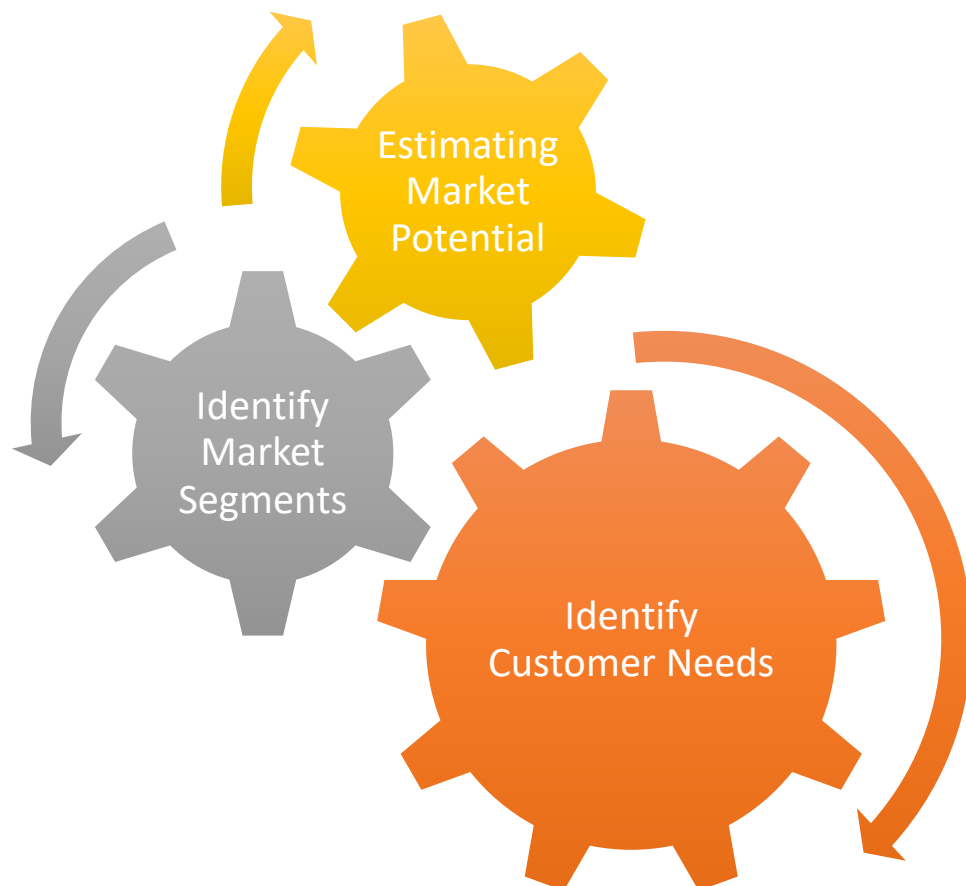
Segmentation of clinic plus shampoo products are targeted as ayurvedic, healthy, anti-dandruff. The very thing which matters in market segmentation for any company is:

- **Identify needs of the customer** – It is very essential for a company to consider audience as everything because they are the one who are going to buy your product and if the product is not as per the liking of consumers it can get ridiculously hard to sell the product. Moreover, it also becomes one of the major threats to the business as many competitors can benefit from this very existential need that consumer needs.
- **Identifying different segments of the market** – though it seems obvious to treat a business in a way where it should realise its marketing position in market and follow segmentation as per books. But, one of the particularly important things to keep in mind is that one can make segments of a population but to cater to each segment in a right way and give the attention span each segment deserves also takes a lot of knowledge from business. This might sound quite cliché but, we all can round up to the very first point of the marketing i.e., identifying and understanding the consumers.
- **Estimating the market potential:** As it is noticeably clear from the whole report until now that estimation of what market need is a must. But a lot of times businesses tends to steer away from such things and estimation is something they do not consider as

important. One fact is such that 31% of all shampoo sales of Hindustan Unilever is driven by Clinic Plus shampoos.



4.3.1 Clinic Plus Segmentation Must Haves



4.4 Targeting

We have all discussed about what segmentation is and targeting is not completely different from it, rather it is a remarkably similar topic in the same content but with more layers of information (Segmentation) embedded into it. It means breaking the market into more segments based on the similar demographics of people. Let me give you an example:

For Example: Earlier in segmentation we divided the market into different segments and those segments were called regions. These regions are very vaguely distributed and if a company needs to sell its products in any market it needs more attention to detail than just distributing it into regions. So now what company does is that it determines more variables and demographic factors on the basis of which it can sell its product. These variables can be anything based on the user it can be their income level, age, gender, likes and dislikes as well can be counted as some of the factors on which more segments within segments can be formed in order to sell very specific product to very small group of people. This determines the niche if individuals we are trying to sell and also determines the niche of our product as well.

- **Clinic Plus targets family – health shampoo.** This means they promote healthy lifestyle and healthy hair a person gets from using their product and that target audience is usually a family.
- **Clinic Plus Ayurveda.** As we have seen clinic plus also has a product segment which is related to Ayurveda which means this requires very specific audience which used to trust the modern hair care products but now seems to have shifted towards traditional Indian methods of protecting their hair and using that hair care routine. To target this segment, it is very essential to find a niche of this product.
- **Clinic Plus targets Females** - Clinic Plus when it was initially launched it recognised the needs and wants of Indian women and problem, they were facing with respect to hair care. As women generally in India have long hair it tends to break down very easily and becomes dirty very easily if not taken proper care of. Clinic plus recognised this problem and targeted their all the products to women and females in general. One of the aspects which clinic plus heavily focuses on is the relationship between mother and daughter.
- **Clinic Plus follows differentiated Marketing** - Clinic Plus marketing as we have been seeing is very different from a lot of international conglomerates which enter Indian market their marketing and specifically target audience has not changed since 1988 and

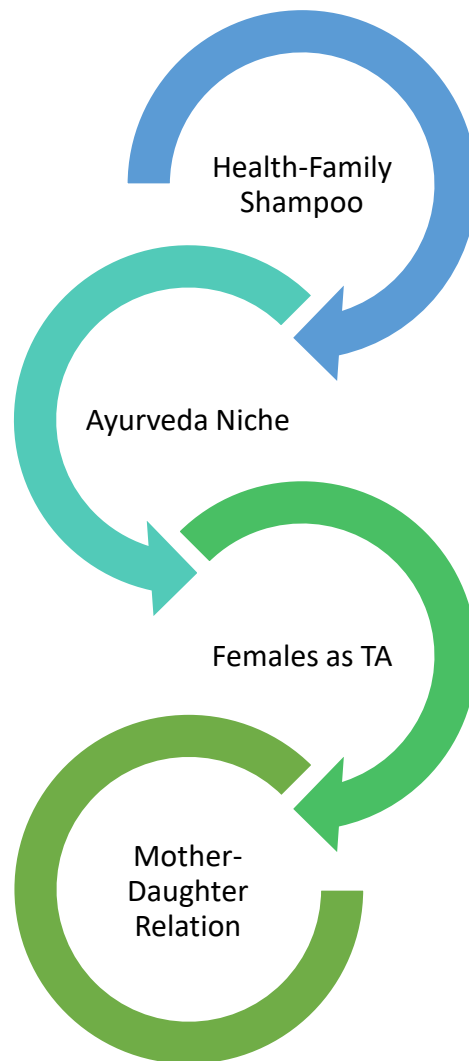
this seems to have worked for them. Promoting mother and daughter relationship is something which can be seen throughout their advertisements.



4.4.1 Brief Summary

- Clinic Plus as a company is an Anglo-Dutch conglomerate which operates in more than 70 countries.
- It has majorly 9 product categories in India and majorly targets rural areas.
- Clinic Plus seems to have everything under control and is seemingly improving its product year by year.
- Its products can be classified into positioning categories of healthy and strong hair which helps in empowering women. This also increases the intimacy in the relationship of mother and daughter.
- The keys to success are designing and producing products that meet market demand. In addition, Clinic Plus must ensure Total Customer Satisfaction.
- If these keys to success are achieved, it will become a profitable, sustainable company.

4.4.2 Targeting Flowchart



- This means they promote healthy lifestyle and healthy hair a person gets from using their product and that target audience is usually a family.
- As we have seen clinic plus also has a product segment which is related to Ayurveda which means this requires very specific audience which used to trust the modern hair care products but now seems to have shifted towards traditional Indian methods.
- One of the aspects which clinic plus heavily focuses on is the relationship between mother and daughter.
- Promoting mother and daughter relationship is something which can be seen throughout their advertisements.
- We can clearly see that clinic plus has achieved a lot in the way they target their customers. It is very evident that Female customers are their main engagement.

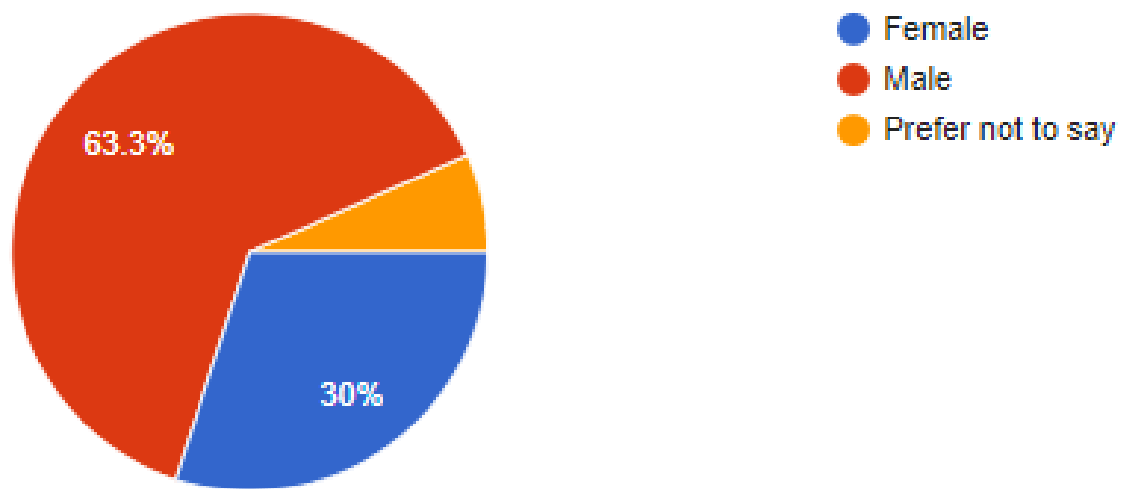


Figure 2: Gender Pie-Chart - Survey (18 responses of which we have got women 16 of them use Clinic Plus)

4.5 Positioning

Positioning well, have you ever thought of any product and one and only one company comes into your mind when anyone talks about that product, if this is true case with you have been also caught in a vicious trap of positioning and corporate of that company whose product you associate with have achieved in their objective?

Let me explain you what I just inferred. When a company creates an advertisement for a product it does not just do the first thing it comes to their mind they actually see the reactions' people have when they see and use their product make a lot of changes ad keep on making changes in their product until a desired reaction from majority of test consumers is achieved and that particular reaction with the supposed feeling one is bound to have as per company is recorded in a studio. This is called advertisement. Once you watch this advertisement there is an image in your mind, or a very catchy jingle that sticks in your head and refuses to go anywhere this feeling of remembering something about the product and associating it with the company that product belongs to is very essence of positioning. A lot of companies use specialised people trained in psychology to curate advertisement because it is exceedingly difficult to instigate a particular ideology in which you and you colleagues believe in and put

it in minds of several people to whom it is very new. This task becomes more cumbersome when you are a start-up company and the product you are offering is also very new. That is that a lot of people have not heard about your product, and you must first make them introduce to the product and then only the stage of positioning starts.

If the explanation has let you question on your existence or as millennials would say “the existential crisis of a thing you are having it” then let me give you an example of what positioning is all about.

For Example: Consider a jingle “it’s finger lickin’ good” at first glance you would say Oh Yes that’s KFC. But, to a person who has never been introduced to the brand it’s just a phrase with wrong spelling of licking and a very unhygienic thing to do. So, from next time you remember a brand by seeing any product related in their product basket and a tune runs into your head which is extremely specific to this brand “You have been positioned”. As we have discussed what positioning is and how big of an impact it has on its customer lets discuss what clinic plus uses as its techniques and strategies to promote its brand. Obviously in here they use various things, phrases, and ideologies to get to the psychic of a human being and we will discuss some of them here.

- **Long and Strong** – When clinic plus came into the market it seems to have recognised very crucial and essential problem women face. Clinic Plus when it was initially launched it recognised the needs and wants of Indian women and problem, they were facing with respect to hair care. As women generally in India have long hair it tends to break down very easily and becomes dirty very easily if not taken proper care of. Clinic plus recognised this problem and targeted their all the products to women and females in general. One of the aspects which clinic plus heavily focuses on is the relationship between mother and daughter. This resulted in them giving a vastly different and catchy slogan for their brand with which they used to identify themselves and this slogan was “Long and Strong”.
- **Packaging** – When it came to how their packaging of the product should look like, you guessed it right they decided to go for a family friendly image. What strange is that this seems to be working for them. They have not changed their positioning strategies for 3 decades since they came to India. If you see it also makes sense to just use a family photo that does not include a male figure in it. This made them sell a lot of their products. In future clinic plus did increased their product basket and included a lot more


products in it than initially started but that is all related to changing market trends. What seems to be a very constant in the marketing strategy of clinic plus is their positioning strategy whether it comes to using a slogan which catches a lot of eyes like “Long and Strong” or using a family photo (mother and daughter) excluding any male figure to market their product.

- **Identifying the uses** – One of the major product positioning strategy is to blatantly speak out the uses and application what the organisation has planned the product to do. Considering the very fact that product does those things. This is the same strategy which seems to be followed by clinic plus as well. There were few slogans which they used in their product promotional creatives to get better understanding of what consumers might want. These slogans were as follows:

-  **Strengthens Weak Hair**

-  **Prevents Hair Breakage**

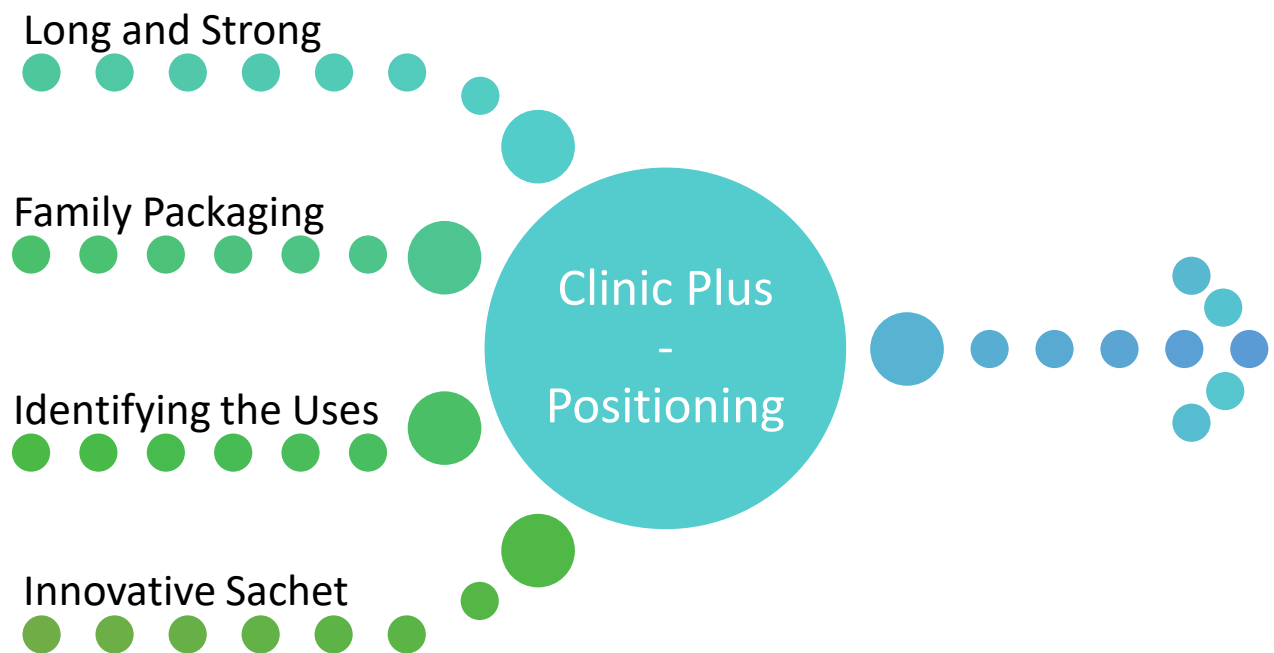
-  **Softens Rough Dry Hair**

-  **Shine for Thick and Healthy Hair**

-  **Contains Anti-Dandruff Ingredients**

- **Innovative Sachet** – As the globalisation took a toll on India and a lot of people in 2000’s started to migrate from Rural Indian (i.e., villages) to urban cities they saw a culture change and shampoo was one of them. Whenever these migrated people used to again go to their villages, they were very used to these modern products that they carried those with them to their homeland. This resulted in rural people also using these products. This forced FMCG companies like clinic plus itself to diversify and move to rural places. When Clinic Plus went to rural India people were unable to buy these products but wanted to and one other thing was the frequency by which they used these products that is very less because a lot of traditional Indian methods still instigates in their minds. This also encouraged clinic plus to come up with ₹1 sachets of 3 ml which were one time use. But sometimes the 3ml sachets are also too much for rural people. This coined the term for clinic plus as innovative sachet company as well because they were the first ones to introduce it in India, based on the demographic.

4.5.1 Positioning Hierarchy of Clinic Plus



5.0 Marketing Mix

What is mix? A lot of people will have the answer to this question. A lot of you as well will be able to answer it. The remarkably simple answer would be a concatenation of everything. This answer is quite alright though. But it misses a quintessential fact of why marketing mix, well for that matter any mix at all exists at all. To answer this question, you must look at the above diagram of positioning. The concept is not related to positioning but, answer lies in the diagram itself. As you can see four terms written on the lines merge together to form the whole Clinic Plus -Positioning strategy same goes with any mix as well. A mix exists because it contains a bunch of elements which together combined tends to serve a purpose. This purpose is nothing but, the result any organisation or any individual must achieve in each time to attain better of the future and serve the world and do good.

Same thing resonates with the marketing mix. Where it has generally accepted four principles or attributes. These four attributes when lead individually will make a bit a sense to a person who has a bit of idea about marketing. But any person who has no idea about marketing or pertains comparatively less knowledge about the subject than a person who has a good knowledge, will not be able to understand these principles of Marketing Mix very well. If until now you are not curious about what I am talking about let me give you all a small example.

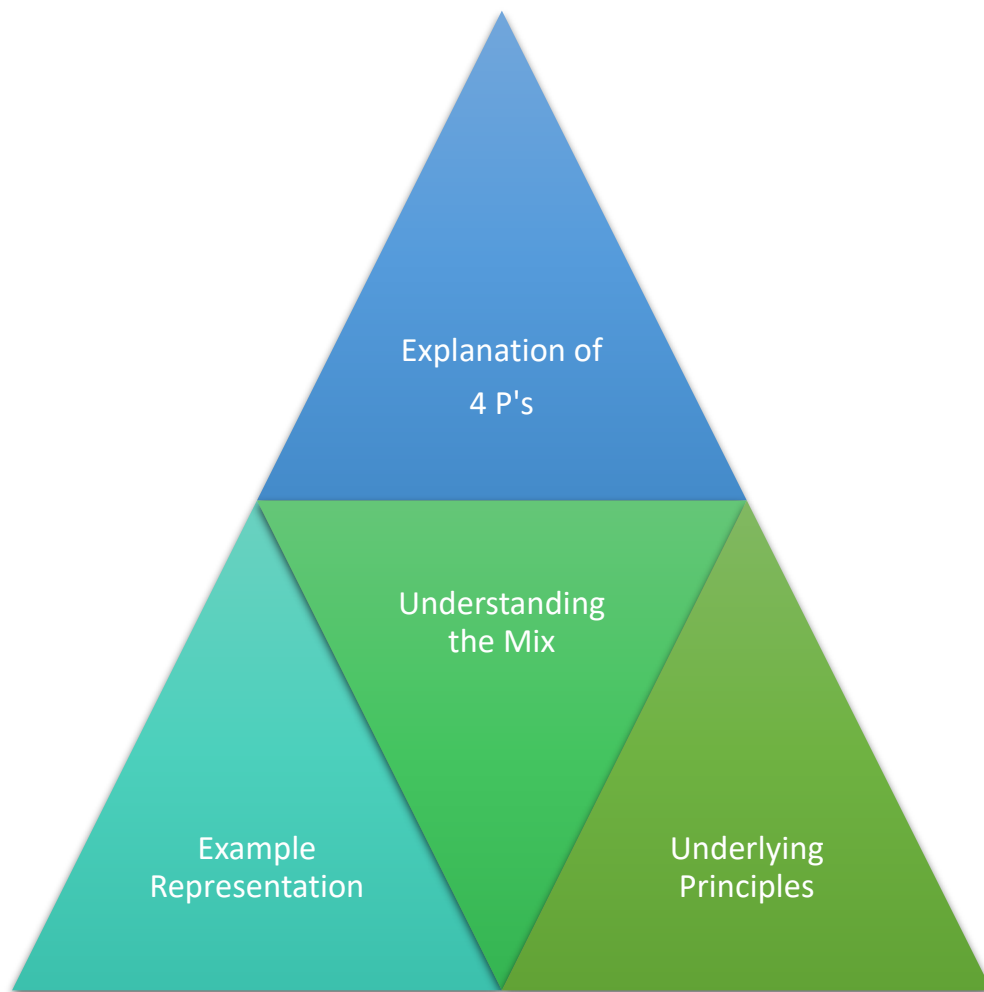
5.0.1 For Example:

Consider an organisation selling a product. Now as selling is not an easy task. The organisation is very ready with the Segmentation, Targeting and Positioning of the audience. Now as per the audience likes, dis-likes, income level, age, and many other attributes related to population demography. Now the task comes how to sell the product. Here comes in play the marketing mix. Marketing mix has four major elements Price, Product, Place and Promotion.

- Now the company must decide the price of the product based on the area and income level.
- The other thing company must focus on is the product where company also must focus on the product of their own, they must customise it based on consumer recommendation and what consumer likes.
- Place as the name suggests is the literal place where any shop of the company has to be established to sell the product.
 - ✚ For example, you all might have gone to McDonalds but, what you do not realise is why McDonalds is so famous and one of the factors is place itself.
 - ✚ The glass doors the open sitting, the open kitchen attracts a lot of customers, and everything is very psychological about it.
 - ✚ When you see *McDonalds* and a *Dhaba* where are you most likely to go if you are with you family and hygiene is also one of the major factors.
 - ✚ If I am not wrong McDonalds will be the first choice this is because of the place they are selling their product.
- Promotion is another very major contribution toward a singular function of marketing mix. This principle if looked at by itself will not make a lot of sense.
 - ✚ But, when concatenated or mixed with price, place, and product which company must decide to become a major concept in marketing.

- ✚ Though this concept of marketing mix is very easily understandable topic, but there are quite a lot of psychological discrepancies which exists in humans working for an organisation, which blatantly focuses on these concepts.
- ✚ How to instigate an idea in any individuals mind is a part of positioning. But positioning needs a means to get communicate to a set of people.
- ✚ Promotion strategies is one of the means we can achieve to instigate ideas in people.
- ✚ This principle can also be used to generate a need of any product people might not resonate on an organisations level of acceptance to that commodity.

5.0.1.1 Marketing Mix Understanding Principles



5.1 Pricing

What is pricing people might ask? For me personally its quite simple. It is a monetary value which is embedded in a product. It is quite difficult to identify where the monetary cost should lie in a product. It is also quite a challenging job to calculate the price of a product. To calculate a price of a product the very first thing company do is to identify the per unit operation cost of the product and add that in, then it identifies per unit raw material cost and adds that in as well. Well, it is all plain vanilla until now, just let me Factor in market cost as well. To sell my product at market standards I need to sell it quite close to competitors pricing and in most of the cases provide more value in a product than competitors and sell it at less price.

You might be well versed with the concept of pricing by now. Let me tell you something why and how a customer buys a product at any price, there is a bit of psychology, but I am sure you will be able to comprehend that knowledge and understand it as well.

Consider pricing as a premium people/ customers/ consumers pay, to never have that need or want of the product again. Pricing can be in any form it can be referred to back as in barter system where price of a good or a product was considered from the product you get in return. For Example, price of 1 Kg Maize could have been determined by the amount of Wheat a person is getting in return. But that system has much longer gone, and a new system of pricing has been introduced where a person can buy anything in exchange of standardised transactional paper forms called money. Currently money is the only thing a lot of people consider while buying something. Even in these days any service performed professionally or immaturely is also transactional with respect to money. As we know Clinic Plus came into Indian market in 1988, by then this new methodology of transaction of goods had been established. Reserve Bank of India was also settled by that time. So, its pretty clear that clinic plus use money system over barter system. This cannot be changed now. Now, a psychology has been developed in people which they associate with buying any product. It is not legally, and logically possible to do that either. All the systems in place right now in this world have been made possible because of the government all around the world agreeing to accept this new form to take over. Banks have been established which work on same principle as well. But if we look at this whole situation from a different angle and put Corporate Social Responsibility as a major factor in determining pricing price of goods can be reduced a lot. As you all might have been familiar with pricing by now let us discuss some more as we go ahead with the project of understanding clinic plus strategies and statistical analysis of current market trends.

- **Competitive Parity** – You might have seen different companies price their products at vastly different range. Sometimes companies price their products at incredibly competitive range, and this is where the concept of competitive parity comes into play. As we have discussed what competitive parity concept discusses about let us work on how Clinic Plus uses it to determine its prices and stay relevant in market.

✚ For Example: If we just look at prices of Clinic Plus and Dove, we see that Clinic Plus sells its smallest sachet of product at ₹1/- sachet, but at the same time Dove sells it at ₹1.5/- sachet. We clearly see that Dove prices its less quantity sachet at higher price which says about its target market as well. Clinic Plus provides more in terms of quantity of product with less price. This less price of clinic plus brings in more customers hence making them product leader. This also leads to increase in its sales as well.

- ✚ There are two product pricing strategies which clinic plus has followed both in past.
 - ♣ Market Penetration Policy
 - ♣ Market Skimming Policy
- ✚ In 1988, when clinic plus was trying to enter Indian market, it had faced a lot of difficulty then as well. It then followed the strategy of market skimming. This policy works something like this: you raise the price of the product and when you get hold of early adopters you start to lower down the price to chase in more customers/ consumers.
- ✚ Initially there were not many shampoo companies which were operating in India, so it made a lot of sense for Clinic Plus to follow skimming policy. They were the price enablers and people would pay what companies wanted. This was the circumstance as there were no competitors. As competitors came in Clinic Plus shut down for a while and decided to not sell their products in India for a while.
- ✚ As we saw competitors have entered the market and now is the time for Clinic Plus to change its strategy. In this case clinic plus looked out for Market Penetration Policy. In this policy what happens is that company decides to price its product low so any person whether an early adopter or not decides to buy the product as it is ridiculously cheap and offers good quality. This technique helps companies gain market share. Now this depends on the company to company whether they initially want revenue to act as the main value driver of the organisation, or they want to skim on the revenue to get more market share.

Clinic Plus Price List						
Type	Sachet	Sachet	Bottle	Bottle	Bottle	Bottle
Quantity	6 ml	12 ml	30 ml	80 ml	175 ml	340 ml
Price	₹ 1.00	₹ 2.00	₹ 10.00	₹ 45.00	₹ 95.00	₹ 190.00

Figure 3: Clinic Plus Product Price List

Dove Pricing List							
Type	Sachet	Sachet	Sachet	Bottle	Bottle	Bottle	Bottle
Quantity	5 ml	7 ml	12 ml	80 ml	180 ml	340 ml	650 ml
Price	₹ 1.50	₹ 3.00	₹ 5.00	₹ 56.00	₹ 124.00	₹ 230.00	₹ 430.00

Figure 4: Dove Product Pricing List

5.1.1 Comparison

If we just look at prices of Clinic Plus and Dove, we see that Clinic Plus sells its smallest sachet of product at ₹1/- sachet, but at the same time Dove sells it at ₹1.5/- sachet. We clearly see that Dove prices its less quantity sachet at higher price which says about its target market as well. Clinic Plus provides more in terms of quantity of product with less price. This less price of clinic plus brings in more customers hence making them product leader. This also leads to increase in its sales as well.

5.2 Place

Place as the name suggests is the literal place where any shop of the company must be established to sell the product. Consider an organisation selling a product. Now as selling is not an easy task. The organisation is very ready with the Segmentation, Targeting and Positioning of the audience. Now as per the audience likes, dis-likes, income level, age, and many other attributes related to population demography. Now the task comes how to sell the product. Here comes in play the marketing mix. Marketing mix has four major elements Price, Product, Place and Promotion.

- For example, you all might have gone to McDonalds but, what you do not realise is why McDonalds is so famous and one of the factors is place itself.
- The glass doors the open sitting, the open kitchen attracts a lot of customers, and everything is very psychological about it.
- When you see McDonalds and a Dhaba where are you most likely to go if you are with you family and hygiene is also one of the major factors.
- If I am not wrong McDonalds will be the first choice this is because of the place they are selling their product.

When someone thinks of a place a lot of times it is a physical place. And in very literal and marketing sense that is what it is a place is where any shop of the company must be established to sell the product. What it refers as a place is when a product makes it way through a company to its targeted consumer. But the journey does not stop there once the product has been sold company has to take care about the after sales service and how the product performs in hand of the consumer once it leaves the company premises.

Clinic Plus has wide sales but, an issue arises because Clinic Plus uses the distribution channel of Hindustan Unilever to deliver its products. Hindustan Unilever uses incredibly unique way of distribution method which is quite similar along its product range. This system is shown as below:

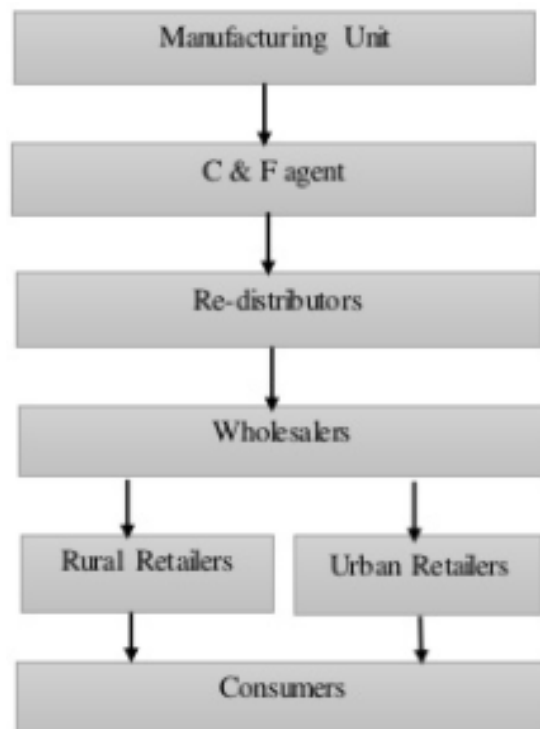


Figure 5: HUL Distribution Channel (Clinic Plus)

Hindustan Unilever has over 7000 people/ stores which stock their product they are called stockists. These 7000 stockists cover over 10,00,000 retail outlets where customer/ consumer of Clinic Plus Shampoo can come to buy the product.

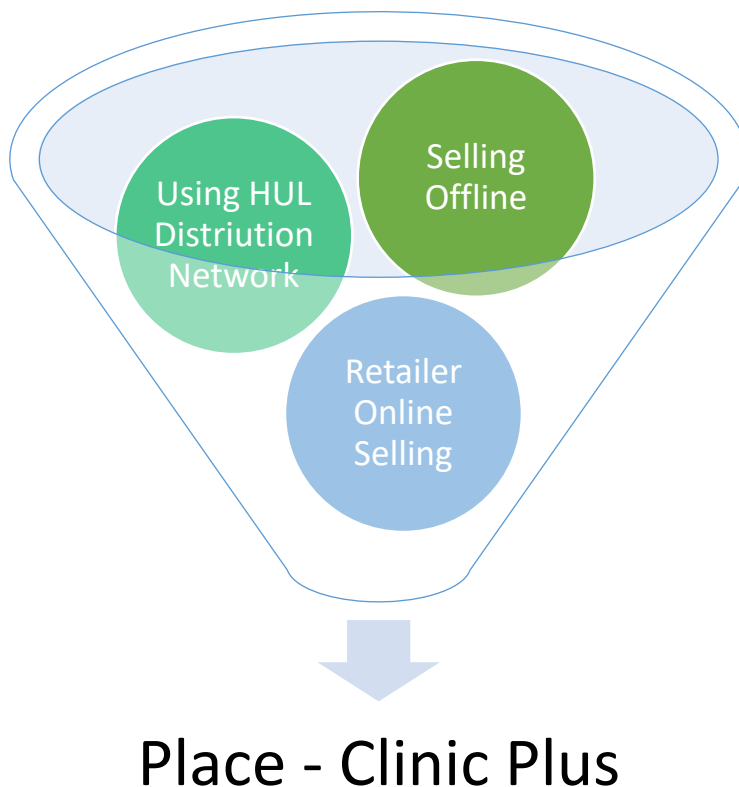
When it comes to means of selling that translates to the place that is a place where product can go from a company to the end targeted user. This place can be formed in any way. There can be online platforms and offline retail sales unit as well where people sell their products. But if we talk about the case of Clinic Plus it is very evident from the data that Clinic Plus likes to sell itself offline in retail shops. They do this to let customers buy their product. Their most prominent and main target audience is rural area, and it requires for clinic plus to be grounded to sell. It is not that clinic plus cannot sell its product they can, and they do as well on their website.

- But if you look at the psychological factors pertaining to the same, we see that rural people are not very instigated and motivated enough to buy online.
- This very technology being new to them is one of the major reasons they do not buy online.
- The other reason they do not buy online is because there is always a trust issue of whether the product will come out to be good or not.

- The one other reason being that there is no tangible feel and touch to the product while buying it. This makes people very unaware of the product.

This becomes very reason Clinic Plus sells its products in offline retail shops and still follows Hindustan Unilever old distribution system of 7000 people/ stores which stock their product they are called stockists. These 7000 stockists cover over 10,00,000 retail outlets where customer/ consumer of Clinic Plus Shampoo can come to buy the product.

5.2.1 Factors Influencing Clinic Plus Sales



5.3 Promotion

Promotion is another very major contribution toward a singular function of marketing mix. This principle if looked at by itself will not make a lot of sense. Consider an organisation selling a product. Now as selling is not an easy task. The organisation is very ready with the Segmentation, Targeting and Positioning of the audience. Now as per the audience likes, dislikes, income level, age, and many other attributes related to population demography. Now the task comes how to sell the product. Here comes in play the marketing mix. Marketing mix has four major elements Price, Product, Place and Promotion.

- But, when concatenated or mixed with price, place, and product which company must decide to become a major concept in marketing.
- Though this concept of marketing mix is very easily understandable topic, but there are quite a lot of psychological discrepancies which exists in humans working for an organisation, which blatantly focuses on these concepts.
- How to instigate an idea in any individuals mind is a part of positioning. But positioning needs a means to get communicate to a set of people.
- Promotion strategies is one of the means we can achieve to instigate ideas in people.
- This principle can also be used to generate a need of any product people might not resonate on an organisations level of acceptance to that commodity.

Let me explain you what I just inferred. When a company creates an advertisement for a product it does not just do the first thing it comes to their mind they actually see the reactions' people have when they see and use their product make a lot of changes ad keep on making changes in their product until a desired reaction from majority of test consumers is achieved and that particular reaction with the supposed feeling one is bound to have as per company is recorded in a studio. This is called advertisement. Once you watch this advertisement there is an image in your mind, or a very catchy jingle that sticks in your head and refuses to go anywhere this feeling of remembering something about the product and associating it with the company that product belongs to is very essence of positioning. A lot of companies use specialised people trained in psychology to curate advertisement because it is exceedingly difficult to instigate a particular ideology in which you and you colleagues believe in and put it in minds of several people to whom it is very new. This task becomes more cumbersome when you are a start-up company and the product you are offering is also very new. That is that a lot of people have not heard about your product, and you must first make them introduce to the product and then only the stage of positioning starts.

If the explanation has let you question on your existence or as millennials would say “the existential crisis of a thing you are having it” then let me give you an example of what positioning is all about.

For Example: Consider a jingle “it’s finger lickin’ good” at first glance you would say Oh Yes that’s KFC. But, to a person who has never been introduced to the brand it is just a phrase with wrong spelling of licking and a very unhygienic thing to do. So, from next time you remember a brand by seeing any product related in their product basket and a tune runs into your head

which is extremely specific to this brand “You have been positioned”. As we have discussed what positioning is and how big of an impact it has on its customer lets discuss what clinic plus uses as its techniques and strategies to promote its brand. Obviously in here they use various things, phrases, and ideologies to get to the psychic of a human being and we will discuss some of them here.

There are a lot of roles which promotion figures out, and one of the roles is to increase sales. Though this is a very book language I used, ask yourself what promotion really is? Is it something you would find interesting? Let us all answer this question of what really promotion is. Any company which exists in this whole wide world use promotional strategies to let consumers know they exist, and they are selling a product. But, why selling? Why not a company can use its method of promotion to increase awareness. They do that as well, but we all are so wound up in this MBA world that we do not understand what real motive behind promotion is. Promotion was meant to deliver an idea a concept, a dream, a feeling of goodness, something which might attract people about something and make them do the exact same thing advertised in the advertisement. The motive has clearly changed as the time has passed now companies care less about introducing their product in their market and focus more on sales. They do not connect with the customers. But what companies do not understand is that connecting with the customers/ consumers/ users of the product is the best thing any company can do to protect its sales as well. Company’s get tied up in the whirlwind of strategies to increase sales and look at the bottom line of the company. But what marketing should be about is connecting with the prospect customers and understand what they want, analyse the need gap and work on it to connect with the customers on a very personal level.

There are two basic promotional channels which were used by Clinic Plus to enhance sales.

- Print Media
- TV Advertisement

5.3.1 Print Media

Print media is an advertisement which is physically printed on paper. This advertisement is seen quite common in FMCG Goods. For Example: in perfume, Soap, Shampoo industry there is a lot of print media which gets activated in newspapers, magazines, brochures, pamphlets, newsletters, inserts media and a lot more. In recent times companies have shifted to giving

personal and tangible touch to their products while using print media. Let me give you an example:

Shampoo Companies, Perfume Companies, Soap Companies use a bit of their product as a scenting agent on paper. A perfume company uses its scent on newspaper to make users smell the aroma of the perfume and because users are getting such service by just sitting at their home, people go out and buy that product.



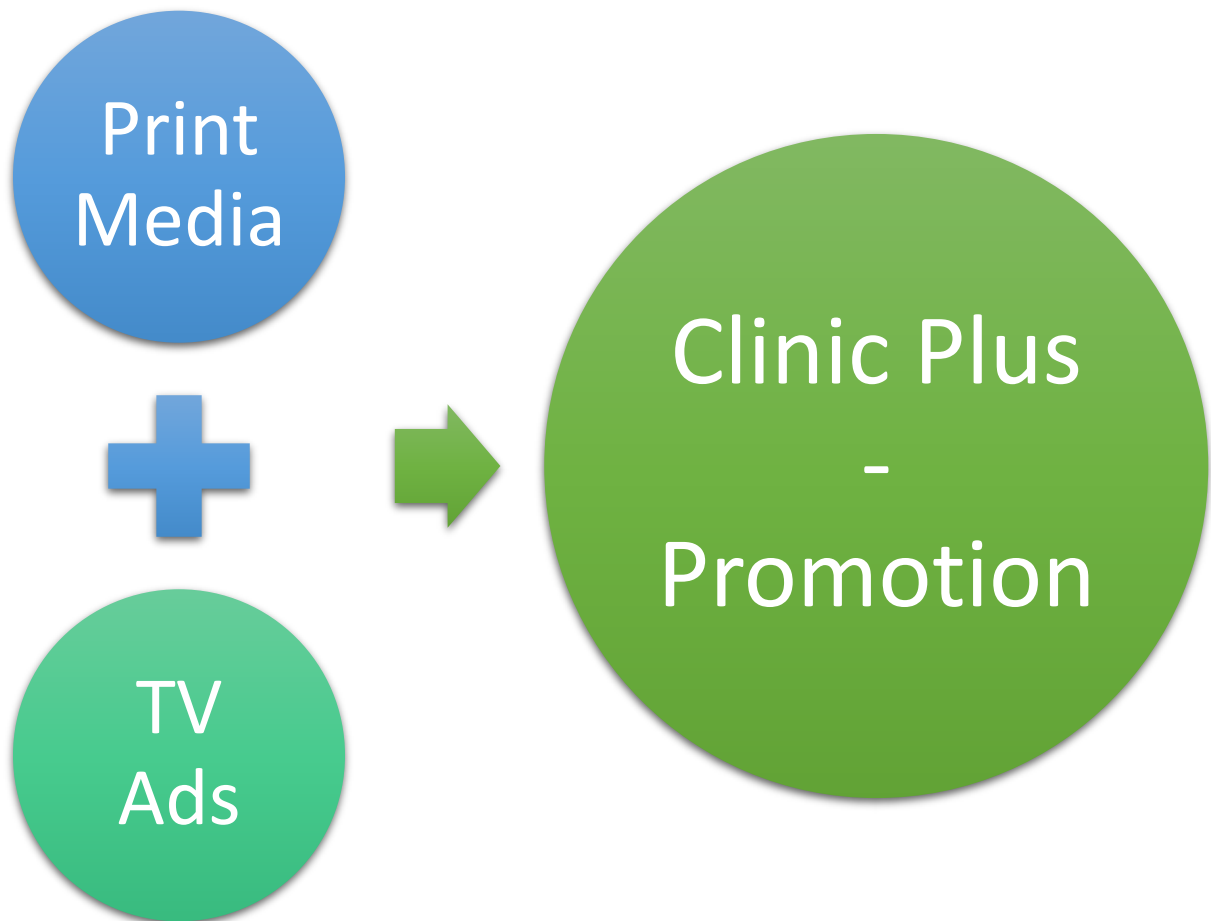
Figure 6: Clinic Plus Print Media used until year 2012.

When clinic plus came into the market it seems to have recognised very crucial and essential problem women face. Clinic Plus when it was initially launched it recognised the needs and wants of Indian women and problem, they were facing with respect to hair care. As women generally in India have long hair it tends to break down very easily and becomes dirty very easily if not taken proper care of. Clinic plus recognised this problem and targeted their all the products to women and females in general. One of the aspects which clinic plus heavily focuses on is the relationship between mother and daughter. This resulted in them giving a vastly different and catchy slogan for their brand with which they used to identify themselves and this slogan was “Long and Strong”.

In all of clinic plus it is very evident that when ever its advertisement aired it started with a teenage girl sitting idle and sad with a problem at school and then her mother used to enter the room and would ask her to use Clinic Plus shampoo as this will remove the problem she is facing. These advertisements also came up with a catchy slogan “inside strong outside long”. This particular phrase was actually becoming very famous, because of this slogan as well Clinic Plus made a lot of sales.

5.3.2 TV Advertisement

TV Advertisement has the same story as print media it depicted a relationship of mother and daughter. Where daughter seems have wound up in a situation which is troubling her in school and her mother asks her to use Clinic Plus shampoo which will make her strong from inside and make her hair long. This will give her daughter a lot of confidence to tackle the problem.



5.3.3 Banners from Clinic Plus Promotions



Figure 7: Showing Mother Daughter Relationship with brand ambassador Sakhshi Tanwar



Figure 8: Brand Ambassador Shweta Tiwari promoting the mother daughter relationship as prominent in tackling issues.



Figure 9: Clinic Pus promoting the long hair by the usage of their product. A teenage girl seems to have use this product to obtain long hair.

4.0 Results

Clinic Plus Marketing Survey

I Srish Saini and Vipul Thakur under the guidance of Dr. Kamal Gulati (Visiting faculty DTU). We need some user information to draw insights and consumer buying behaviour pattern. You need not to give accurate details about your personal demographic, we have included a range from which you can select where you lie.

For Example:

You don't need to tell you annual income, what all you need to do is just specify a bracket of what you think is your current family or personal income.

*Required

Email *

Your email address _____

Marketing



What is your age? Specify below. *

- 7-15
- 16-24
- 25-33
- 34-41
- 42-50
- Other: _____

What is your education level? *

- Pursuing Bachelors Degree
- Graduate and Working
- Graduate and Pursuing Post-Graduation
- Post-Graduate and Working
- Post -Graduate and Pursuing Doctoral Degree
- Other: _____

Which part of India do you live in? *

- North
- South
- East
- West
- Other: _____

Gender? *

- Female
- Male
- Prefer not to say
- Other: _____

What is your Income OR Family Income? (Per-Annum) *

- ₹200,000 - ₹600,000
- ₹700,000 - ₹11,00,000
- ₹12,00,000 - ₹16,00,000
- ₹17,00,000 - ₹21,00,000
- ₹22,00,000 - ₹26,00,000
- Other: _____

Do you consider modern body care and hair products reliable as compared to traditional Indian methods? Example: Desi Ghee for body lubrication instead of moisturizer. *

- Yes
- No
- Maybe
- Other: _____

How often do you use a Shampoo? *

- Once a Week
- Twice a Week
- Thrice a Week
- Four Times a Week
- Five Times a Week
- Six Time a Week
- Seven Times a Week
- Other: _____

How often do you buy Shampoo? *

Your answer _____

Which Shampoo Brand do you use?

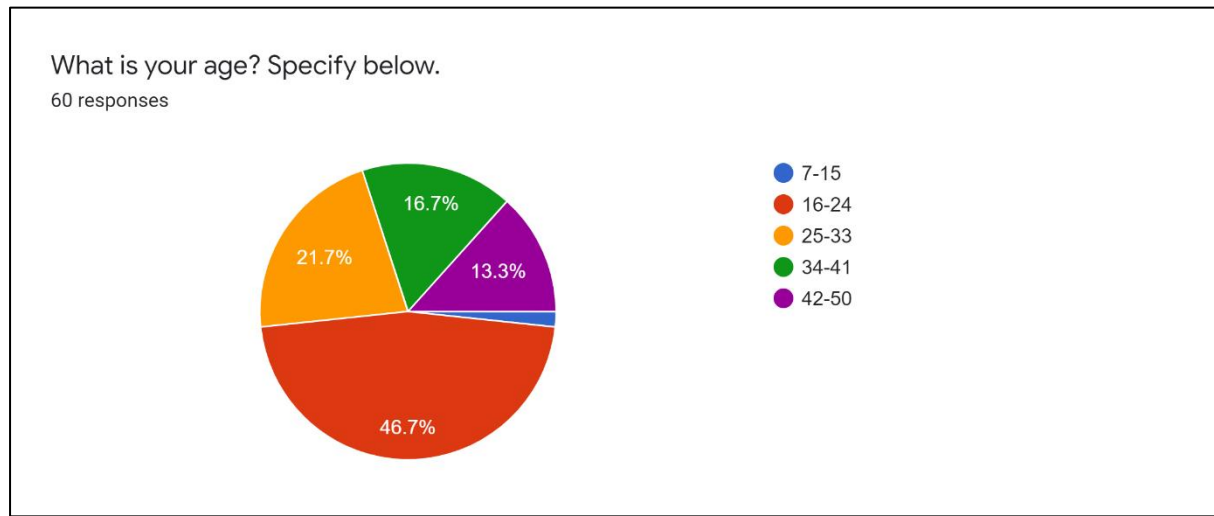
- Clinic Plus
- Dove
- Sunsilk
- Tresemme
- Head & Shoulder
- Other: _____

Marketing Survey and Statistical Analysis

I, Srish Saini and Vipul Thakur under the guidance of Dr. Kamal Gulati (Visiting faculty DTU).

We need some user information to draw insights and consumer buying behaviour pattern.

4.1 Responses based on the results:



Question 1:

What is your Age?

Responses:

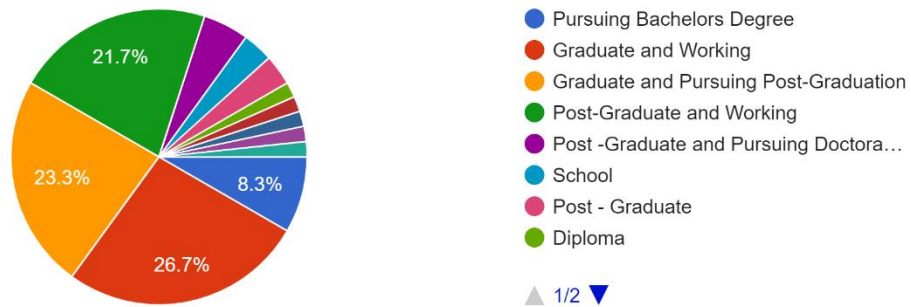
- 46.7% - 16-24
- 21.7% - 25-33
- 16.7% - 34-41
- 13.3% - 42-50
- 1.7% - 7-15

Inferences Drawn:

- Majority of the people who took the survey lie in the age group of 16 and 24.
- Children from age 7 to age 15 that is from pre-teen to teenager do not fill the form we only got 1.7% people who lied in this category.
- We see 21.7% people aged between 25 and 33. This number gradually decreases as the age increases.
- This phenomenon can be seen with the number mentioned above. With 16.7% people aged between 34 and 41 and 13.3% people aged between 42 and 50.

What is your education level?

60 responses



Question 2:

What is your education level?

Responses:

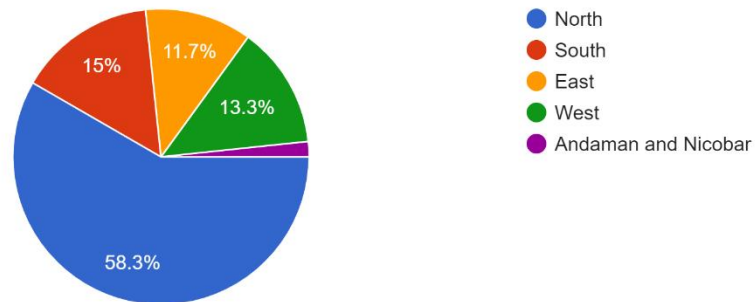
- 26.7% Graduate and Working
- 23.3% Graduate and Pursuing Post Graduation
- 21.7% Post-Graduate and Working
- 5% Post-Graduate and Pursuing Post-Doctoral Degree
- 3.3% Studying in School.
- 3.3% Post-Graduate and not working.
- 1.7 % Diploma
- 1.7% Graduate and preparing for GATE and ESE.
- 1.7% PGDM
- 3.4% College Dropouts (Entrepreneurship)

Inferences Drawn:

- Majority of the people surveyed have at least a graduation degree which classifies them as Degree Holders.
- Out of these 26.7% People are Graduate and Working and this seems to be the most common nomenclature.
- The two other most common education seems to be Graduate and Pursuing Post Graduation rocking with 23.3% and Post Graduate and Woking standing at 21.7%.

Which part of India do you live in?

60 responses



Question 3:

Which part of India do you live in?

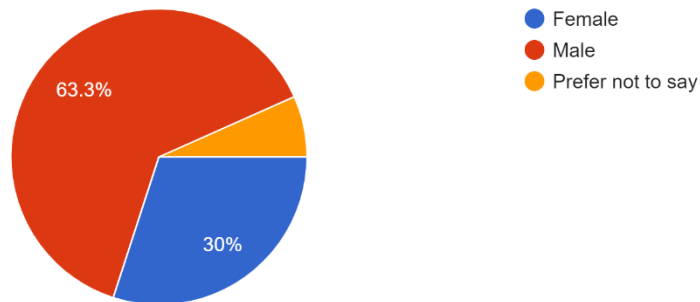
Responses:

- 58.3% live in Northern India.
- 15% live in South India.
- 11.7% live in Eastern Part of India.
- 13.3% people who took the survey lives in West India.

Inferences Drawn:

- Majority of the people who took the survey live in North India.
- It can also be seen that another majority which dominates the survey is South India having 15% of total survey population.
- It is remarkably interesting to see that nearly 40% of the total responses contains data from 3 regions but on region that is North India dominates the whole survey.
- There is an explanation to this as well. People whom this survey was sent were friends and family who are mostly resided in North India. This gives a good explanation about the biasness of the survey.

Gender?
60 responses



Question 4:

What is your Gender?

Responses:

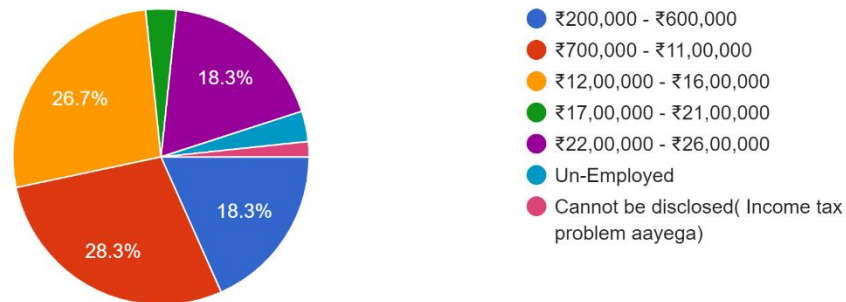
- 63.3% people are male who took the survey.
- 30% of people who took the survey are females.
- 6.7% of people who took the survey prefer not to disclose their gender.

Inferences Drawn:

- It is very strange to see that majority of the people who took the survey identify themselves as male. This is a limitation to the study itself. Clinic plus being a brand targeted towards rural women has not been able to detect the real market trend.
- But we came to see here what people trends have change in educated urban settlements.
- In this day and age where gender identification does not matter per say, but it is very interesting to see 6.7% of the people do not want to disclose their gender to public.
- We see that 10% females who took the survey use Clinic Plus Shampoo and have majority of them have income between ₹12,00,000 - ₹16,00,000 per annum.
- We also see that 8.6% males who took the survey use Clinic Plus Shampoo and have majority of them have income between ₹7,00,000 - ₹11,00,000 per annum.

What is your Income OR Family Income? (Per-Annum)

60 responses



Question 5:

What is your income or family income (Per-Annum)?

Responses:

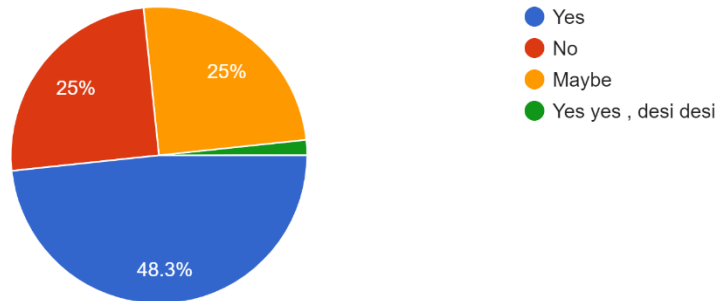
- 28.3% people have income between ₹7,00,000 - ₹11,00,000 per annum.
- 26.7% people have income between ₹12,00,000 - ₹16,00,000 per annum.
- 18.3% people have income between ₹2,00,000 - ₹6,00,000 per annum.
- 18.3% people have income between ₹22,00,000 - ₹26,00,000 per annum.
- 3.3% people have income between ₹17,00,000 - ₹21,00,000 per annum.
- 3.3% people who took the survey are unemployed.
- 1.7% people cannot disclose their income.

Inferences Drawn:

- 27% of people who took the survey are males and earn between ₹7,00,000 - ₹11,00,000 per annum.
- 15% of people who took the survey identify themselves as Females and have disclosed personal or family income between ₹12,00,000 - ₹16,00,000 per annum.

Do you consider modern body care and hair products reliable as compared to traditional Indian methods? Example: Desi Ghee for body lubrication instead of moisturizer.

60 responses



Question 6:

Do you consider modern body care and hair products reliable as compared to traditional Indian methods? Example: Desi Ghee for body lubrication instead of moisturizer.

Responses:

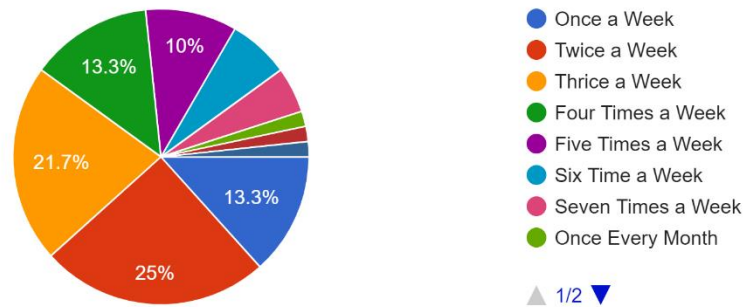
- 48.3% - Yes
- 25% - No
- 25% - Maybe

Inferences Drawn:

- 48.3% people who agreed to modern body care being superior to traditional Indian methods have averaged to using shampoo four times a week.
- 25% People who do not believe in modern body care being superior averagely shampoos 3 times a week.
- 25% People who are not sure if they believe in modern body care being superior also averagely shampoos 3 times a week.

How often do you use a Shampoo?

60 responses



Question 7:

How often do you use a Shampoo?

Responses:

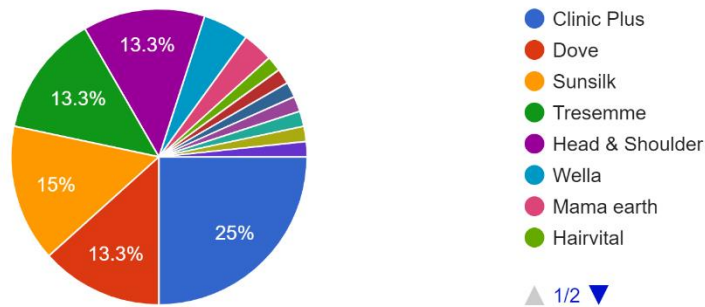
- 25% - Twice a Week
- 21.7% - Thrice a Week
- 13.3% - Four Times a Week
- 13.3% - Once a Week
- 10% - Five Times a Week
- 6.7% - Six Times a Week
- 5% - Seven Times a Week

Inferences Drawn:

- Majority of the people who took the survey that is 25% use a shampoo two times in a week. This number is lower than those people who use shampoo and do not believe in modern body care routine.
- This seems to be quite interesting result. Where a lot of people who shampoo their head do so only twice a week, but people who do not believe in modern body care still shampoo more than the maximum people perceives to do on a weekly basis.

Which Shampoo Brand do you use?

60 responses



Question 8:

Which Shampoo brand do you use?

Responses:

- 25% - Clinic Plus
- 15% - Sunsilk
- 13.3% - Dove
- 13.3% - Tresemme
- 13.3% - Head & Shoulder
- 5% - Wella
- 4.7% - Mama Earth
- 1.7% - Hairvital
- 1.7% - Patanjali
- 1.7% - Pantene
- 1.7% - Oriflame
- 1.7% - Loreal

Inferences Drawn:

- We get to see 12 shampoo brands in the responses where the industry leader seems to be Clinic Plus.
- One brand which seems to have acquired a bigger market share in a small period is Mama Earth. We see 4.7% people use this brand considering its 3 years old. A lot of

other brands who have established in India since 1980 have still not seen this much quick growth, even though they had advantage of early entry into Indian Market.

5.0 Findings and Recommendation

5.1 Findings from the Survey

- Majority of the people who took the survey lie in the age group of 16 and 24.
- Children from age 7 to age 15 that is from pre-teen to teenager do not fill the form we only got 1.7% people who lied in this category.
- We see 21.7% people aged between 25 and 33. This number gradually decreases and the age increases.
- This phenomenon can be seen with the number mentioned above. With 16.7% people aged between 34 and 41 and 13.3% people aged between 42 and 50.
- Majority of the people surveyed have at least a graduation degree which classifies them as Degree Holders.
- Out of these 26.7% people are Graduate and Working and this seems to be the most common nomenclature.
- The two other most common education seems to be Graduate and Pursuing Post Graduation with 23.3% and Postgraduate and Working standing at 21.7%.
- Majority of the people who took the survey live in North India.
- It can also be seen that another majority which dominates the survey is South India having 15% of total survey population.
- It is remarkably interesting to see that nearly 40% of the total responses contain data from 3 regions but one region that is North India dominates the whole survey.
- There is an explanation to this as well. People whom this survey was sent were friends and family who are mostly residing in North India. This gives a good explanation about the biasness of the survey.
- It is very strange to see that majority of the people who took the survey identify themselves as male. This is a limitation to the study itself. Clinic Plus being a brand targeted towards rural women has not been able to detect the real market trend.
- But we came to see here what people trends have changed in educated urban settlements.
- In this day and age where gender identification does not matter per se, but it is very interesting to see 6.7% of the people do not want to disclose their gender to public.
- We see that 10% females who took the survey use Clinic Plus Shampoo and have majority of them have income between ₹12,00,000 - ₹16,00,000 per annum.

- We also see that 8.6% males who took the survey use Clinic Plus Shampoo and have majority of them have income between ₹7,00,000 - ₹11,00,000 per annum.
- 27% of people who took the survey are males and earn between ₹7,00,000 - ₹11,00,000 per annum.
- 15% of people who took the survey identify themselves as Females and have disclosed personal or family income between ₹12,00,000 - ₹16,00,000 per annum.
- 48.3% people who agreed to modern body care being superior to traditional Indian methods have averaged to using shampoo four times a week.
- 25% People who do not believe in modern body care being superior averagely shampoos 3 times a week.
- 25% People who are not sure if they believe in modern body care being superior also averagely shampoos 3 times a week.
- Majority of the people who took the survey that is 25% use a shampoo two times in a week. This number is lower than those people who use shampoo and do not believe in modern body care routine.
- This seems to be quite interesting result. Where a lot of people who shampoo their head do so only twice a week, but people who do not believe in modern body care still shampoo more than the maximum people perceives to do on a weekly basis.
- We get to see 12 shampoo brands in the responses where the industry leader seems to be Clinic Plus.
- One brand which seems to have acquired a bigger market share in a small period is Mama Earth. We see 4.7% people use this brand considering its 3 years old. A lot of other brands who have established in India since 1980 have still not seen this much quick growth, even though they had advantage of early entry into Indian Market.

6.0 Limitations of the Study

6.1 Few of the limitations which we feel is there in this study are as follows:

- Survey conducted could have included a lot more responses if we had the tools to do so.
- Survey which we conducted has a sense of biasness towards it as it was circulated in the friends and family by which getting the gist of whole market trend is not possible.
- In question 4 and question 5, where we have discussed statistics about the Gender of the people who have participated in the survey and the Income level of the people who participated in the survey is quite biased.
- In gender question 4 we see that majority of the people translate to male gender which cannot give the holistic view of actual market trend.
- Same is the case with income level. Average income level of people who participated in the survey comes out to be between ₹10,00,000 and ₹16,00,000 per annum which puts most of the participants in upper-middle class category.

6.2 Why are these 2 Questions targeted?

- Question 4 discusses about the gender of the people, as this whole study heavily focuses on the female gender it is not quite right to draw inferences from a survey which contains male as a dominating gender.
- Question 5 discuss about the income level as the average income of the responses puts majority of the people in upper-middle class society the whole study about clinic plus as a brand we have seen that Clinic Plus targets rural India where this type of income is luxury.
- These two factors lead to a bit of biasness in whole study.

7.0 Bibliography/ References

- Marketing Management by Philip Kotler and Kevin Lane Keller
- Slideshare presentation – Harsha Devatha – Clinic Plus 4p’s and Marketing Strategy with STP.
- Wikipedia – Hindustan Unilever (History)
- Fortune Business Insight – Shampoo Market Size, Share, Trends
- Persistence Market Research – Shampoo Market, Industry Trends, Analysis and Forecast.

8.0 Annexure

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MBA (Business Analytics) Major Project Report

ANNEXURE I

1. Student Name: Srish Saini
2. Roll Number: 2K19/BMBA/17
3. Contact Number: 9811010170
4. E-Mail ID: srishsaini_2k19bmba17@dtu.ac.in
5. Topic of The Report: Comparing Clinic Plus Marketing Strategy with Competitors of Similar Product Vertical and Statistically Analysing the Current Market Trends
6. University Name: University School of Management and Entrepreneurship, Delhi Technological University
7. Name of the Proposed Guide: Dr. Kamal Gulati (Associate Professor)
8. Institution/ Organisation where guide works: Amity University and Visiting Faculty Delhi Technological University.

Delhi Technological University, East Campus
MBA (Business Analytics) Major Project Report

ANNEXURE II

1. Student Name: Vipul Thakur
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6. University Name: University School of Management and Entrepreneurship, Delhi Technological University
7. Name of the Proposed Guide: Dr. Kamal Gulati (Associate Professor)
8. Institution/ Organisation where guide works: Amity University and Visiting Faculty Delhi Technological University.



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