Project Dissertation Report on
BRAND BUILDING, AWARENESS AND POSITIONING STRATEGIES WITH RESPECT TO D2C COMPANIES

Submitted By:

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2K23/DMBA/53

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CERTIFICATE OF ORIGINALITY

This is to certify that the research project report entitled, "Brand building, awareness, positioning strategies with respect to D2C companies" Submitted to Delhi School of Management, Delhi technological university, Delhi in the partial fulfilment of the requirement for the award of Masters of Business Administration (MBA) is an original work carried out by me under the guidance of Dr. Deepali.

The matter present in this project is an original work done by both to the best of my knowledge and belief and has been submitted neither to this University nor to any other University for the fulfilment of the requirement of the course of study.

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DECLARATION

I, Janvi Nagar, student of 4th semester MBA 2023-25 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi - 42, hereby declare that the dissertation report "Business building, awareness and positioning strategies with respect to D2C companies" submitted in partial fulfilment of Degree of Master of Business Administration is the original work executed by me.

The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship. Anything that appears in this report which is not my original work has been duly and appropriately referred/cited/acknowledged.

PLACE: Janvi Nagar

DATE:

ACKNOWLEDGMENT

It gives me incredible pleasure to present my master's degree major research project report on **"Brand Building, Awareness And Positioning Strategies With Respect To New Age D2c Companies"**. It has been my privilege to have such project guides who have assisted us from this project's commencement. This project's success results from sheer hard work and determination put in by me with my project guide. I now take this opportunity to thank **Dr. Deepali ma'am**, who acted as my mentor despite her many academic and professional commitments.

I also feel the heartiest sense of accountability to my family members & friends, who helped me collect data. This project is devoted to all those people who helped us while doing this project.

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43 Pages

FILE SIZE

1.8MB

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EXECUTIVE SUMMARY

The exponential increase of the internet user base has resulted in millions of new and unique searches each day over the previous two years. Users are now spending more time on the internet than ever before. This opens up the opportunity for businesses to widen up their consumer base with the help of internet reach. Businesses are opting for the direct to consumer business model (D2C) in which they supply goods and services directly to the consumers without the interference of intermediaries.

A company has to follow certain strategies in order to be a successful D2C company and convert the company name into a brand name. Brand building activities such as understanding the consumer's needs profoundly and providing a product that can be a problem solver. Brand building is a key task to be performed by startups and continuous product development and innovations juxtaposed with consumer feedback turn a startup into a brand name.

Executing brand building is important but creating brand awareness is also a vital part for the company. Advertising a new product or revamping an old one, promoting the products via various modes such as media house and social media marketing. In an ideal world, brand awareness would include characteristics that set the product apart from its counterparts. Brand awareness is a must for a billion dollar company to a funding round startup. The intensity level of advertising it can be debatable as per the companies need.

After setting up successfully in the consumer's mind, the product should be placed correctly with the targeted audience. One must be educated and informed of what audience they want to sell their product

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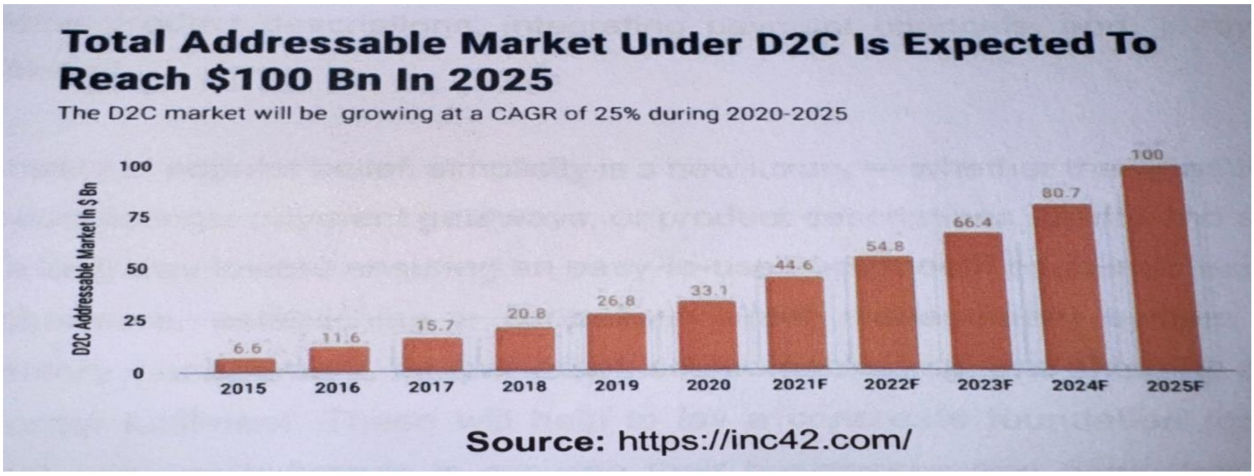
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INTRODUCTION

We live in an ever-changing dynamic environment where new brand trends emerge regularly. Today, consumers demand brands to develop products and services that appeal to their aesthetics, resonate with their lifestyle, and have a sense of purpose. People's buying patterns alter as they learn to cope with the pandemic, both inside and outside the country. For some, this entails more online searching and study, while for others, it entails locating direct selling shops where they may purchase things online. According to a new survey, authenticity is also becoming a significant consideration while looking online.

According to Google's Year in Search Report 2021, the exponential increase of the internet user base has resulted in millions of new and unique searches each day over the previous two years. Businesses will need to adjust how they respond to this client transformation. As a result of the coronavirus pandemic, online first shopping experiences and direct selling brands have gained traction, according to the India arm of the American mtechnology firm.

Figure 1.1 D2C Growth Graph



According to Statista, India's total addressable D2C market is predicted to grow by more than 15 times between 2015 and 2025. The D2C market was estimatedto be worth $33.1 billion in 2020. This market is expected to nearly triple by 2025, reaching $100 billion, with fashion and accessories being one of India's top D2C segments.

Importance of D2C company as a brand name.

We see 'Brand Purpose' become increasingly more essential, and it's even creeping into the DNA of local and homegrown firms. With the rise of direct-to-consumer brands, Brand Purpose is becoming more important and a key philosophy for overall Brand positioning and sales pitch. When it comes to millennials, who favour brands that promote social and environmental change, the concept of brand purpose becomes even more important. This generation has been raised on the premise that "one size does not fit all," "it's alright to be different," and "follow that you trust in." As a result, their shopping decisions are influenced by companies constructed with a purpose. Today's generation prefers brands that are established with a purpose.

While starting with a D2C business is quite simple and does not require significant initial investments, it creates the proper foundation to ensure the business's long-term viability. Brands must first focus on developing a website, listing products, adding product descriptions, integrating payment channels, and, lastly, order fulfilment.

Contrary to popular belief, simplicity is a new luxury — whether the website layout, product listings, payment gateways, or product descriptions, clarity and simplicity go a long way toward ensuring an easy-to-use and smooth consumer experience. Furthermore, establishing a centralized order management system, efficient inventory management, tamper-proof, secure packaging, and shipping are critical for order fulfilment. These will help to lay a concreate foundation for the D2C model and assist brands in growing their businesses and achieving long-term success

LITERATURE REVIEW

Topic: Brand building literature review by Francisco Guzman

Branding To Brand Building

Before the focus shifted to brands and the process of brand-building, brands were merely another phase in the marketing process of selling items. Today's challenge is to establish a powerful brand image. Many well-known marketing authors were cited in the review. "A major challenge in product strategy". Because the brand was only a small element of the overall product, the connecting strategy focused on exposing it and establishing a brand image. (Kotler, 2000). According to (Aaker, 2000), the purpose of the old branding concept was to create a brand image. "The brand is a sign -therefore external- whose role is to reveal the underlying attributes of the product that are inaccessible to contact. (Kapferer,1997)

Brand Building Models

There was a different attitude to trademarks before the 1980s. "Companies wanted to buy a chocolate or pasta producer after 1980, such as KitKat or BuitonI. This contrast is critical; in the first scenario, corporations aim to buy production capacity, whereas, in the second, they want to buy a place in the consumer's mind" (Kapferer, 1997)(p. 23). In another way, the shift in focus towards brands occurred when it became clear that they were more than just identifiers. The first two functions of a brand are mechanical and concern the substance of the brand:"to act as a recognised symbol to facilitate decision and gain time" (Kapferer,1997).

The next three are for lowering perceived danger, while the last three increase brand enjoyment. "The value of the brand comes from its potential to gain an exclusive, positive, and prominent meaning in the minds of many consumers," he says, adding that brands act as an economic role in the mindset of end consumers. As a result, branding and brand building should focus on

increasing rand value. (Doyle, 2001) In the consumer's mind, four variables interact to determine the brand's perceived value: brand awareness; perceived quality in comparison to competitors; level of trust, importance, empathy, and liking; and the richness and attraction of the ideas whipped up by the logo.

Topic: Brand awareness and success in the market by

Ref: 325675041_Brand_Awareness_And _Success_In_The_Market/Researchgate

Brand Image

The psychological contentment of the buyer shapes the brand's image. The marketing campaign that ties an excellent, strong, and unique association to the brand creates the brand image. The consumer's awareness regulates these associations based on personal experience, information about the brand, brand identification with a specific company, people, events, and country. As a result, well-planned commercials and public relations events might play a significant role in this instance (Seturi, 2016). According to the following two questions, the brand image has two aspects:

* What do you want people to think of your brand, and how do you want them to perceive it?

* What is the current customer view of your brand?

Brand Emotions

Brand emotions are generated from the consumer's mindset, the loyalty and eagerness towards the brand form the brand emotions. To understand this emotion, the author suggested a few examples from their livelihood. Understanding the concept in the indian market, we can state examples of Bisleri the water bottle. The consumer trusts the brand and has an emotional connection with it.

Success of Brand

According to the findings of this study, brand success requires more than just a high level of awareness. The brand is much more than the characteristics and specifications of the product. However, a brand is also defined by buyers' emotions and connotations. Furthermore, branding success is determined by the buyer's relationship with the brand. The full implementation of brand promises must be the foundation of these relationships.

Conceptual Definitions

Brand Building



Brand building activities such as understanding the consumer's needs profoundly and providing a product that can be a problem solver. Brand building is a key task to be performed by startups and continuous product development and innovations juxtaposed with consumer feedback turn a startup into a brand name.

The purpose of building brand name is to provide the organization with a distinct image. Brand Building consists of adding value to the product for consumers that how they must feel, think and react about your brand product/service.

- **Explain your brand:** The 1st step in developing a brand is to designate it. This can be accomplished through product descriptions, packaging, and branding, among other things. The way a brand is defined helps to generate brand equity and establishes customer perception.

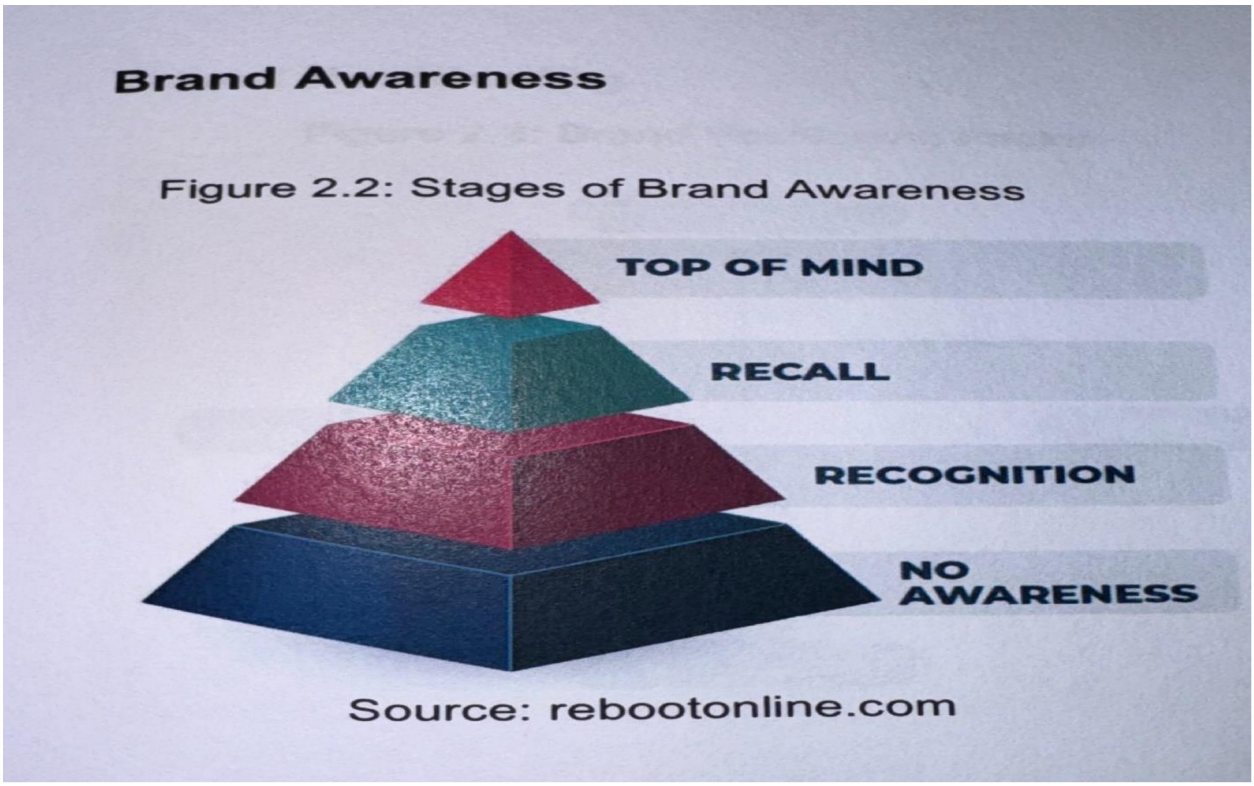
- **Brand Differentiation & Positioning:** After a service/product has been developed, it is vital that the brand product be distinguished from its rival competitors by offering something unique. Furthermore, the proper positioning of the brand is an important aspect of brand development.

- **Brand Promotion:** Using TV commercials, social media, print ads, and internet advertising to promote the brand is one of the most important props of the brand building because it helps to raise brand recognition. Correct communication and effective media outlets can aid in the development of a strong brand.

- **Personalize the Brand**: When a customer feels connected to a brand, it may be quite powerful. Giving the customer a personal touch/feeling through innovation and personification can thus assist establish a stronger perception in the customer's mind.

- **Evaluate the Brand:** It's critical for a business to keep track of and evaluate the performance of its products, services, and brands. As a result, evaluating and reviewing a brand is an important part of brand development.

Brand Awareness



Brand awareness is a branding word which aims at, how well a product's name remembered by customers/consumers. Building brand recognition is an important part of building brand name a new product or revamping an old one which can be done through advertising. In an ideal world, brand awareness would include characteristics that set the product. The stronger brand awareness of dominant companies in a sector can act as an economic firewall, preventing competitors from acquiring market share.

Various ways to create brand awareness.

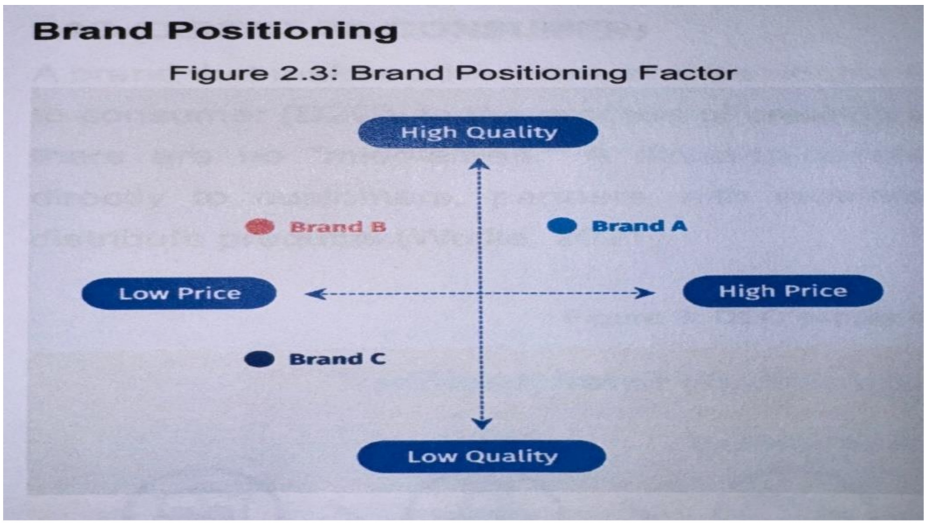
* Advertising extensively targeting the prospected audience

* Social media marketing to create awareness on the internet.

* Sponsoring various social events is also a great way to generate awareness.

* Displaying products at mega-events

Brand Positioning



The process of branding your product in the minds of your customers is known as branding. The shape of the brand is above the latest tag line or logo; it is a strategy to stand out from the crowd (Sengupta, 2005). If a product is considered fair, valuable, and trusted by the consumer, it is said to be well-established. As a result, your customers hold you in place in their thoughts.

The company's product standout allows it to stand out from the crowd. These differences help the company to increase product awareness, contact value, and price justification, all of which contribute to the end result.

However, not all production strategies are created equal or have the same goal. Your status and messages will vary depending on the nature of your business and industry. Let's look at some basic stopping techniques.

* Customer Service Strategy
* Convenience-Based Strategy
* Price-Based Strategy
* Quality-Based Strategy
* Differentiation Strategy
* Social Media Strategy
* Other Positioning Strategies

D2C (DIRECT TO CONSUMER)

A brand that makes advertises, and distributes its own products is known as direct to consumer (D2C). In the process of creating and selling products and services, there are no "middlemen." A direct-to-consumer (D2C) brand typically ships directly to customers, partners with retailers, or operates pop-up stores to distribute products (Wolfle, 2021).

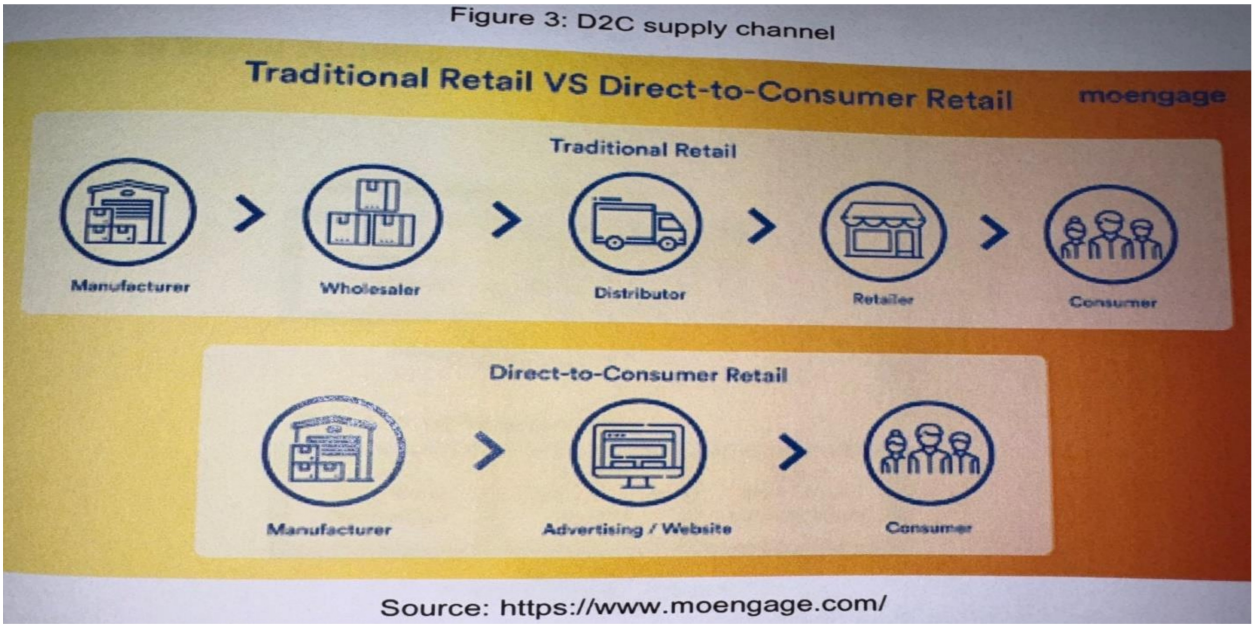


Figure 3: D2C supply channel

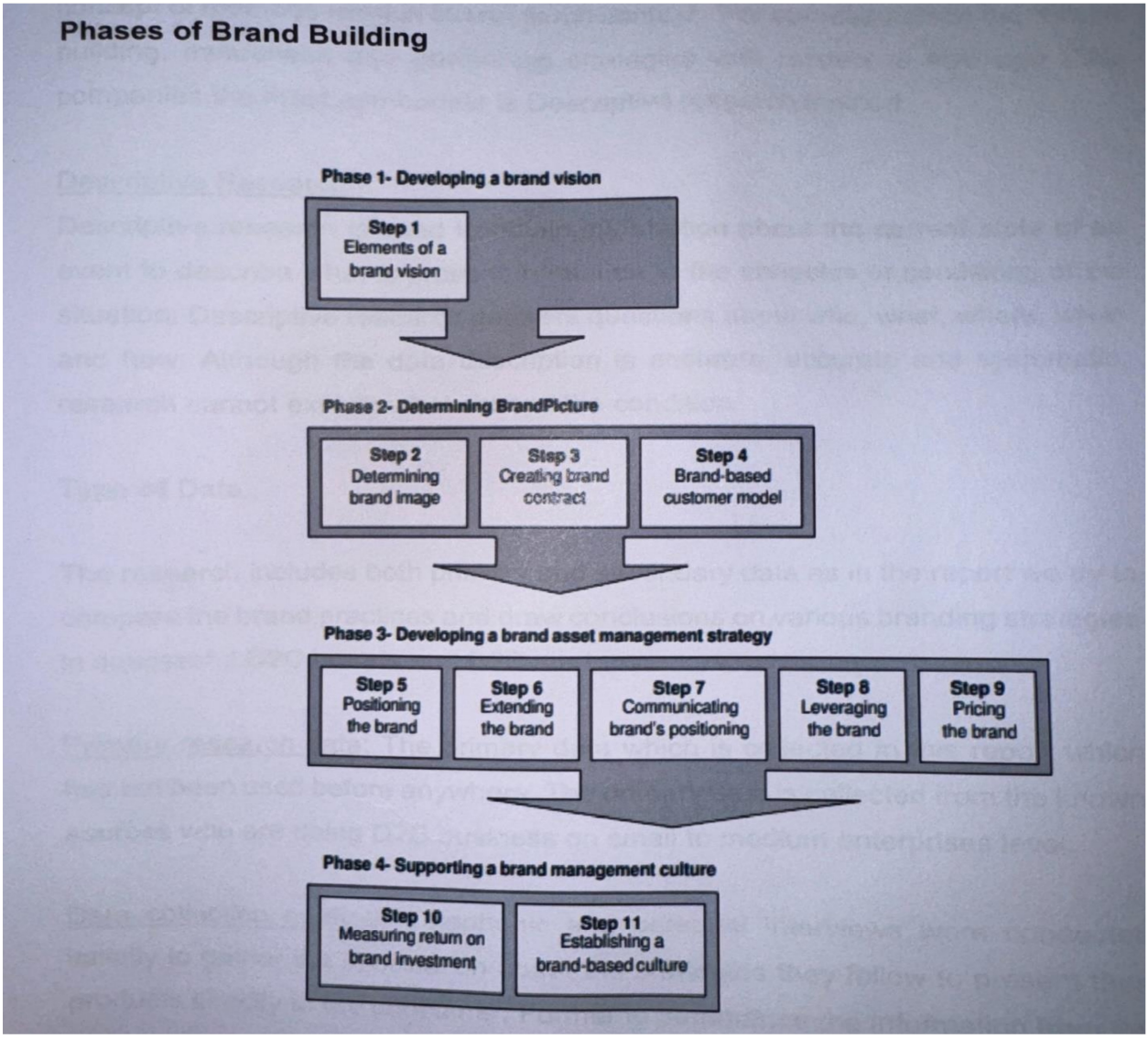
How and why is branding important for D2C startups.

Direct-to-consumer (D2C) e-commerce is currently the ideal way for innovative firms to form direct connections with their customers. The process of selling a product directly to the consumer via a company's own website, bypassing third-party merchants or wholesalers, is known as direct to consumer (D2C).

Building D2C e-commerce capabilities allows businesses to communicate directly with end-users, allowing them to guide brand strategy and innovation based on real-time consumer information. These insights can assist a firm indirectly responding to a customer's demands, thereby increasing both the customer's devotion to the brand and their lifetime value.

Focusing more of a D2C brand's efforts on the brand building can benefit them in the long run. It's the most efficient and effective approach to build on the success they've had with performance marketing. However, not all brand recognition is created equal, and in a crowded market, organisations that invest in creating relationships with the proper audience rather than short-term thinking and rapid rewards will prosper in the long run.

Phases of Brand Building



RESEARCH METHODOLOGY

Research defines as a work to search for information. One can also describe research as a scientific and systematic search for data on a particular subject.

The research incorporates scientific and evolving thinking and promotes the development of logical thinking habits in the organization. The research methodology is a written game programming. The research methodology is multifaceted. It not only incorporates research methods but also analyzes the concept of methods used in the research context. For our research on the "Brand building, awareness and positioning strategies with respect to new age D2C companies the most appropriate is Descriptive research method

Descriptive Research

Descriptive research is used to obtain information about the current state of an event to describe what is present in relation to the variables or conditions of the situation. Descriptive research answers questions about who, what, where, when and how. Although the data description is accurate, accurate and systematic, research cannot explain what caused the condition.

Type of Data

The research includes both primary and secondary data as in the report we try to compare the brand practices and draw conclusions on various branding strategies in successful D2C brands and D2C startups.

Primary research data: The primary data which is collected in this report which has not been used before anywhere. The primary data is collected from the known sources who are doing D2C business on small to medium enterprises level.

Data collection method: Telephonic and personal interviews were conducted initially to gather the information about the strategies they follow to present their products directly to the consumer. Further to summarize the information from the interviews a google form was created to add data points in it which can then be present in this report.

Secondary data: The secondary data is second hand data which is already present on the various sources such as the internet, government records, accounting books etc. The data is collected for three brands: boat, mamaearth, licious through internet websites.

Data collection method: The secondary data is collected from the various published articles and research papers for the purpose to understand how few direct to consumer startups become a big brand name.

Scope of study

The study on brand building is going to cover the aspects of how small start-ups and successful brands make brand building strategies in the D2C business model.

The brand awareness strategies will cover the various advertising strategies a brand does to get into the consumer's mind. The study will cover the difference between advertising strategies of a successful brand vs building up brands.

The brand positioning strategies to target a group of people. The study of positioning strategies will cover how it differs from company to company as per the product.

THREE NEW AGE D2C STARTUPS WHO GOT SUCCED







BOAT

Boat lifestyle is a new age D2C (direct to consumer) startup, which entered the market when Chinese companies are very prevalent in capturing the Indian electronics market.

Boat launched itself as a lifestyle brand in the consumer electronics segment in the year 2016. The breakthrough was launching anti-destructive mobile charging cables. Today the company sell off almost all kinds of audio devices with the motto of being Zara of the audio device industry.

Boat Product Structure:

The customer value proposition should be strong and will undoubtedly be the most focused part of any organization if it is to prosper. The company's user base/community is categorized to by a different name. Anyone with a boAt product is called "boAt" and is accepted nationally. Users will feel friendly because of this. The company believes in considering consumer needs and creating solutions that solve those end user needs. Its first good was an Apple charger and an indestructible charger. The product was invented after the inventors realized the need of it in the market by consumer.

A constantly growing catalog

The 2nd product they launched was a sound bar device, which included earbuds, after inauguration Apple's solid charging wire cable and charger device. The organization grounded its decision on important consumer understanding, which has shown that Indians love bass. BassHeads were the company's first earphones.

The planned earphones market was expected to have a value of between $ 30 billion and $ 40 billion, with an annual growth rate of 20-30 percent. In 2018, boAt released the speakers, after which the soundbars audio devices and home audio programs for 2019. The audio bar costs $ 8,000 and sells for 40 to 50 units a day.

Boat Product Awareness Program:

To sell their products, the company relies solely on the internet. Conventional media, such as television and print, is genuinely avoided. They have used Facebook, Instagram and other social media platforms to advertise their campaigns. The reason, according to one creator, is that thousands of years are spent a lot of time online.

"What has worked for boAt is the online fan community," said Pankaj Mirchandani, managing partner of Rhythm Corner Alaknanda (RCA), an Indian advertiser and distributor of gadgets. Currently, there is an online community of boatheads with over 90,000 members. The company also uses celebrity endorsements as a marketing tool. The company also uses celebrity endorsements as a marketing tool.

Event Marketing

Boat also laid hands on an event marketing strategy to promote their brand at different events. Event marketing is a wonderful way to get your business in front of a wide audience by displaying it, and Boat makes sure to attend all of the major events to promote its brand.

Figure 4.1 Boat Brand Awareness



Boat sponsored the Lakme Fashion Week, which is a fantastic event. The brand is being presented as a stylish accessory during the fashion event. The models are dressed in Boat's merchandise as they walk down the ramp.

Boat's Positioning Strategies:

Getting the target audience correctly is undoubtedly one of the most important components in the brand's success.

People's demand for such things was growing all the time. That could be owing to a greater emphasis on health than ever before (thanks to social media), or it could just be due to audibles becoming more of a necessity than an option for many. The fad had a strong hold on people's lifestyles. BoAt recognised this and made items that appealed to young people. The company even creates goods tailored to the needs of teenagers. Sports Earphones and Bluetooth Speakers, for example, have piqued the interest of India's increasingly fitness-conscious millennials. Customers select accessories that are appropriate for their workouts, treks, and other activities.

Boat refers to itself as the Zara of earphones. It's not as pricey as premium brands, but it's also not as inexpensive as Chinese products. The organisation is in an ideal market position. They will find it simple to invest in a BoAt product due to its low price point, and even better, users will be able to receive substantial discounts on BoAt products. It appeals to the masses. With a focus on style, it appeals to the target demographic: teenagers.

MAMAEARTH

Mamaearth is an organic skincare brand, founded in 2016 by Ghazal and Varun Alagh as a baby-care label, but it has since grown to sell personal care items. It has become known for its natural, toxin-free goods for men, women, and infants, such as lotions, body washes, shampoos, hand creams, and face masks. While t predominantly sells through online means, it also has a small retail presence in Delhi, Chennai, Kolkata, and Pune.

Mamaearth's Brand Building:

The company began with only two items: a face wash and a moisturiser. They immediately acquired a reputation for producing high-quality, safe items. The brand now has over 100 products available in India, both online and in stores. Baby care, hair care, and men's grooming products have all been added to the brand. Mamaearth is currently one of India's most popular organic businesses, with hopes to expand abroad.

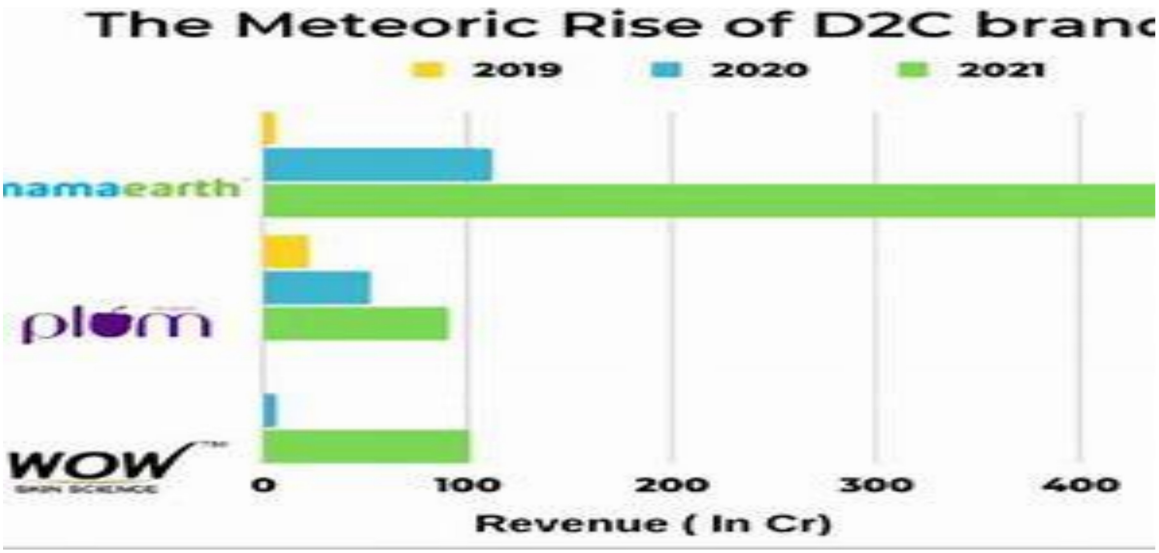
Mamaearth has grown to become one of India's leading organic brands in the two years since then. They now provide a comprehensive selection of skincare, hair care, and infant care items. Mamaearth's success stems from their focus to using only natural products, as well as their commitment to client pleasure and inventive marketing. For many Indian families, they have swiftly become a trusted brand.

Mamaearth's Brand Awareness:

Mamaearth began by focusing on client acquisition as a digital-first brand. It saw its business grow to 5 million customers in its first two years of existence, with Facebook playing a key role in this expansion.

To boost brand discoverability and business growth, Mamaearth used Facebook Discovery Commerce solutions, which provide tailored communication, dynamic advertising capabilities, real-time optimization and measurement, and capability across various mobile-first surfaces.

Mamaearth employed dynamic advertisements, which provide relevant adverts to users based on their interests and actions automatically. Customers had a tailored experience as a result of the organic skincare brand displaying things they had previously researched. To refine the creative for its ads, the company used a test-and-learn method with Facebook, testing with the addition and absence of content, call-to-action lines, and various campaign optimizations to generate efficient conversions.



Mamaearth made extensive use of dynamic product advertisements (DPA), a technology that provides appropriate ads to consumers depending on their interests and actions. The company also used our app solutions to create and scale their app, as well as our freshly introduced Automated App Ads (AAA). The advertising resulted in a 2X year-over-year increase in purchases (Q2-21 vs. Q2-20) and an 80% increase in-app purchases in the last three months compared to the prior quarter.

Mamaearth understood the value of brand awareness from the outset and worked hard lo achieve it. Mamaearth claims to have spent almost 90% of its total marketing money on digital channels and 10% on traditional media such as television.

Mamaearth used digital marketing techniques to reach out to social media influencers for brand awareness and focused on millennials. The corporation used television commercials to reach out to people outside of metro areas. They teamed up with the Viacom 18 channel network to become advertisers of popular shows.

Mamaearth's marketing strategy was sparked by the Pandemic.

The lockdowns imposed to mitigate the impact of COVID-19 resulted in the closure of offline stores, forcing a major segment of purchasers to turn to internet shopping. Mamaearth had a head start because it already had an online presence and a strong digital marketing strategy when its physical competitors were still striving to create a digital presence. Mamaearth quickly expanded its e-commerce strategy, resulting in a large influx of new customers.

Mamaearth's Positioning Stratagies:

Mamaearth is a'mum-powered' company that works with a large number of mothers who are involved in every step of the process, from inspiration to product launch. They feel that their relationship with their mothers will continue to be the most important factor in their success. They employ around 200 young mothers who assist us in conceptualising and creating items. The items are then put to the test by the mothers, and only those that receive positive feedback are approved for mass production.

The brand specialises on baby-care products such as accessories, toys, garments, pregnancy care, and skin and hair care for mothers and their children. In India, it also provides items for men.

LICIOUS

India is the second fastest mounting market for meat and poultry. The dynamic Changing lifestyles of India's 1.2 billion people run the industry, valued at about s 50 million. People travel long distances and rarely cook as cities grow. When it comes to buying fresh meat and seafood, people are increasingly fond of luxury and quality assurance.

That's where Licious gets into the picture. The initiative seeks to change the way people purchase fresh raw meat and seafood by inviting them to shop online and have packaged meat, seafood, ready-to-eat, and ready-to-cook products delivered to their doorstep within ninety minutes of

placing their orders. Besides being simple, this ensures that the consumer gets a high quality goods, safe, and clean.

Since its inception in 2015, Licious has begun reaching seven Indian cities: Bengaluru, Hyderabad, Chennai, Delhi (NCR), Chandigarh, Mumbai, and Pune, to name a few . It cater to a diverse group of clients, from professional professionals to housewives, but one thing unites them all: high-quality meat love and the satisfaction of sharing a delicious dinner with friends and family. They want to buy quality food from a reputable company that is legally regulated by international food safety laws.

Licious Brand Building

The founders of this company feel that in order to be a successful meat delivery platform, they need to own and operate the entire supply chain/logistics, from one farm to another. It uses a cold chain supply chain, which means it keeps beef at a constant temperature of zero to three degrees Celsius from the farm to the processing plant/unit and beyond it. The use of technology in all stages of the process is important in maximizing and maintaining a reasonable price point while complying with high requirements. Licious, for example, using the algorithms to predict/depict customer needs/wants and blockchain technologies to track specific meat throughout the supply chain and provide greater openness to how they are raised.

Licious seeks the most accurate real-time location data for its operations and delivery activity data to track whether its products are on the way to customers Select Google Maps stage from the outset to provide the required location data for everything from acquisition and tracking. farm acquisition to verify client addresses, calculate delivery times, and map post routes.

Finding the right customers so that delivery is not lost.

Product delivery is one of the most important aspects of anyone who purchase products online. This is specially vigilant because Licious products are highly perishable, and timely delivery is

important for youthful preservation. Drivers who delivered Licious had trouble finding specific customer addresses when the company initially created its own online platform. The urban structure in many Indian cities is chaotic, and it is difficult to reach/locate accurate addresses without local people help.

Licious has looked for a solution based on Google Maps Platform to meet this requirement. Customers are now asked to stand in their home premises before they start surfing the platform. A client address can be quickly entered into a web portal using Location Search and Automatic Replacement, and translated into links using the Geocoding API to ensure the customer's location is entered correctly.

For fresh products, saving time in the supply chain is important.

Licious uses the Google Maps Platform in addition to verifying customer addresses and counting delivery times. Helps Licious save time throughout the supply chain, ensuring that its products are as fresh as possible. Licious can directly track the whereabouts of their products on their way to our distribution centers using the Google Maps Platform. Data used from the Google Maps Platform to deliver orders to specific hubs and improve shipping management through Routes to calculate the best sequence of delivery drivers to drop off orders once they have been sold and are ready to leave the depot.

Obtaining a 90% refund rate while reducing call center complaints

Licious is better able to focus on providing the most customized service and actually live up to its call center name: Customer Happiness Center, by reducing call center complaints due to loss of delivery by 50%. With the help of Google Maps Platform, Licious has improved the delivery sensitivity, which allows us to maintain a 90% customer repetition rate. This is important for product development and allows the company to focus on its core business and new development.

Growing its business with caution. It has grown by 300 percent a year for the past five years and is still growing. The Google Maps Platform is excellent as it is easy to use, and we can connect and play new solutions in many of our user situations, re-create spaces and allow new functionality.

In India, hyperlocal business is a highly competitive and rapidly evolving field. In order to stay ahead of the competition and improve customer experience, companies are constantly innovating. Licious has really distinguished itself in the meat delivery sector with the Google Maps Platform and MediaAgility, and we are proud to be a part of it.

Licious Brand Awareness:

Tasting times and events in the surrounding areas were among the first-year marketing programs. Word of mouth is estimated at 70-75 percent of new customer acquisitions.

It runs full marketing, including offline, BTL usage, sample sampling, and digital content. The central location choice is determined by the performance of the stage company in each city. Introduce the 'essential desk' relationship feature to regular consumers. Premium customers are offered a relationship manager, who is responsible for any issues ranging from ordering to product acquisition. The effort has yielded excellent results. • USP Product Message"

Cooperation

He has established contracts with major butcher traders who specialize in livestock management and meat management systems. The company works closely with more than 200 independent farmers and related workers. As a result, all company products are available on company-selected farms and hand-picked seafood boats. Big-basket has partnered with Grofers to expand its reach.

Licious's Positioning Strategies:

'Repeat' is the most important indicator in the market. Have you ever returned to a store to buy a product that you bought before? That is the metric used by licious. Recurring clients make up 90% of the company's revenue. Instead of discussing barriers, marketing experts prefer to discuss how to visualize the market. Licious uses a multidisciplinary marketing strategy that includes offline, BTL interaction, sample sampling, and more. It depends on where they are in the city a the time. Since Licious is now available in Mumbai and Pune, marketing strategy will be slightly different in these areas. In Bangalore, word of mouth costs 70% of new traffic, while Delhi is in the middle of the process.

Hub and Spoke

Licious has a hub-and-spoke system. At each site, the Spoke Model has a central processing unit and a network to deliver goods. The Central Processing Unit follows strict rules and regulations to make sure the age, weight, and health of the animal / bird found, as well as precision cutting, in agreement with its new supply chain management practices.

Afterwards, the items are sent to the production kitchen, where a team of trained chefs and skilled butchers take care of the minutiae to ensure the main cuts are Clean and tidy. The products are then moved to Temporary Cold Storage and eventually to the city's Delivery Offices. The products are transported by a cold chain-powered truck powered by loT. Cold chain is also used in last-mile delivery centers.

Three New Age D2C Startups At Beginners Level

Paras Metals

The Home Trendz

Zanibo

1. Paras Metals

Paras metal is in the business of manufacturing pressure cookers with more than 15 years of experience. Initially, the goods manufactured were supplied only to the wholesalers or retailers through the distribution channel. The next generation brings a breakthrough in it by supplying directly to the end consumer. The pressure cookers are now directly delivered to the end consumer from the factory. They have been doing D2C now for a couple of years.

Paras Metal is in the process of building a brand name by providing high-quality aluminium pressure cookers. Along with cookers they also provide recipe manuals which are like a complimentary gift along with the product. To cater for the future problems in the pressure cooker product they provide additional rubber gaskets and such accessories which are otherwise very difficult for a consumer to search for. By catering to the consumer's needs and solving their problems Paras metal is building its brand name.

Paras Metals primarily use two brand awareness methods by which they increase their market presence. They sell most of their products through e-commerce websites such as Amazon, Jio Mart, Flipkart etc. Paras Metal also works on one distinct model, they formulate a sales team at major retail outlets in the city and sell directly to the consumer through their team.

The product is positioned as a durable household product which is to be used on a daily basis. Thus the company positioned itself as a quality product manufacturer for the high-end durable product which can be used regularly.

2. The Home Trendz

The home trendz is in the business of fabric. They manufacture a wide range of comforters, quilts, curtains, pillows etc. The plant is set up in the Panipat industrial area where they have had manufacturing facilities for the past 7 years. The Home Trendz started their journey as a bulk manufacturing unit for big wholesalers but soon shifted to the D2C business platform.

The home trendz is moving ahead in the brand building stage via e-commerce platforms. This platform solves their shipping problems and reaches out to the customer without any intermediaries. The home trendz is working on cost-cutting strategies and providing the products at the most competitive prices. One of the strongest building steps for the company is to follow customer feedback. The reviews and the direct customer feedback approach help them in innovating new designs and improving the overall SKU.

They use social media accounts to target the specific audience and to create awareness about the brand. As the company is selling the products online only thus they have chosen digital marketing as their course to increase the visibility of the brand.

The home trendz moto is to make your living space beautiful. The company position their product as a home decor item which will enhance the overall look of your home. This way company not only position themselves in the fabric industry but also makes thier way to the home decor industry.

3. Zanibo

IC Jain Enterprises has a product line under the brand name Zanibo. The Zanibo brand name is in the market for past 5 years, and now the company has decided to opt for the DC platform from past couple of years. Zanbo has a huge product line up in the consumer durables segment. The company follows both the sales model direct sales channel and intermediaries sales channel. Earlier the goods were supplied in the market through distributors or the sales team and then to the end consumer, but now with the presence on various digital platforms Zanibo sells the product directly to the end consumer.

Zanibo brand building strategy can be summarized as they make the best use of the consumer durable market. Initially they provided dealers with good profit margin products so that dealers took a keen interest in selling Zanibo products.

And after a couple of years when Zanibo started getting recognition they also launched a direct sales channel.

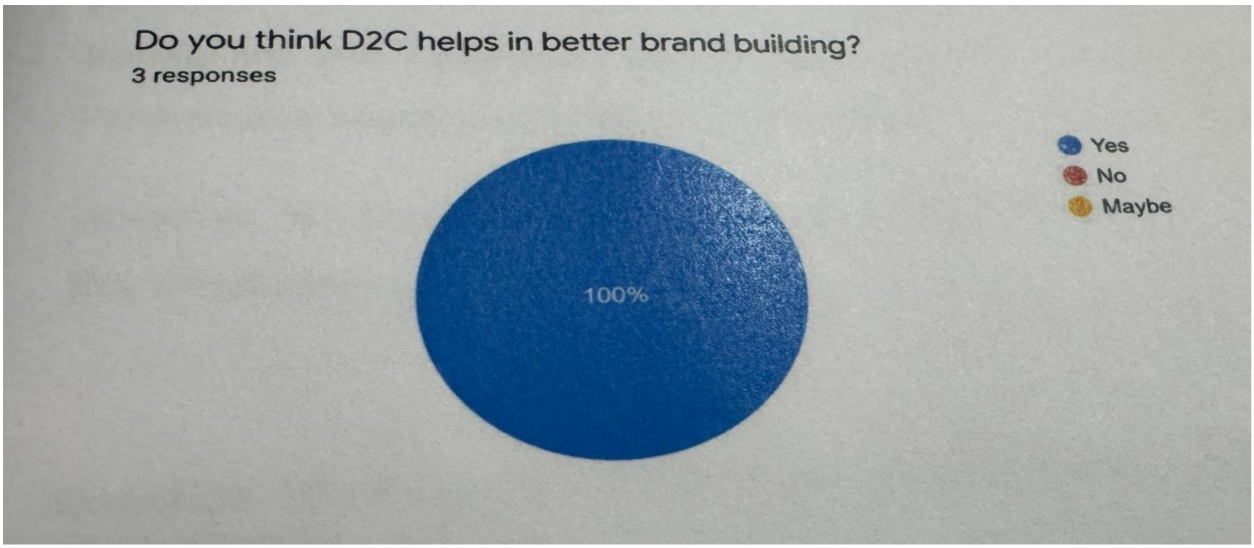
The company knows the importance of customer satisfaction and feedback thus always being very aggressive towards after sales service. Currently Zanibo is operational only in delhi thus they promise to provide service within 24 hours. This helped them in building up satisfactory relationships with the customer.

Zanibo builds up their brand awareness by advertising at various social media platforms. They promote their product at mega gatherings events, they do the trial runs/ demo of their consumer durable goods in events such as Trade Fair and other business gatherings.

The consumer durable industry has seen the trend from the data of past years that the majority of consumers are female, thus the company positions themselves as the helping hand for them in daily uses. They target the consumer who is willing to purchase high quality products at best prices.

INTERVIEW ANALYSIS REPORT

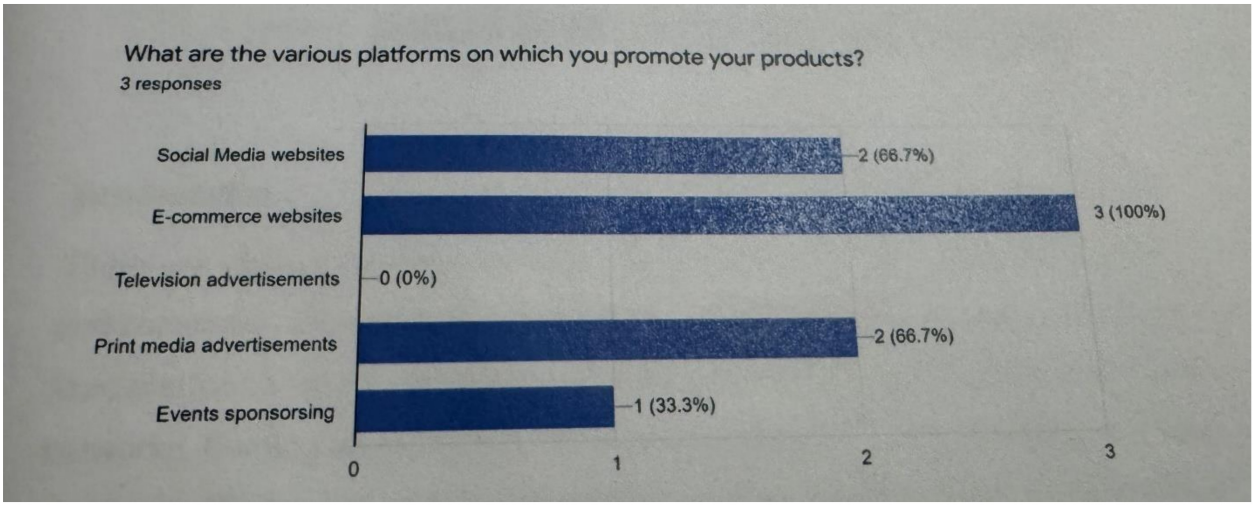
Question: Do you think D2C helps in better brand building?



Interpretation

All the three respondents/interviewees believe the D2C business model helps a company to become a brand name. A D2C channel helps in building brand names by reaching consumers directly.

Question. What are the various platforms on which you promote your products?

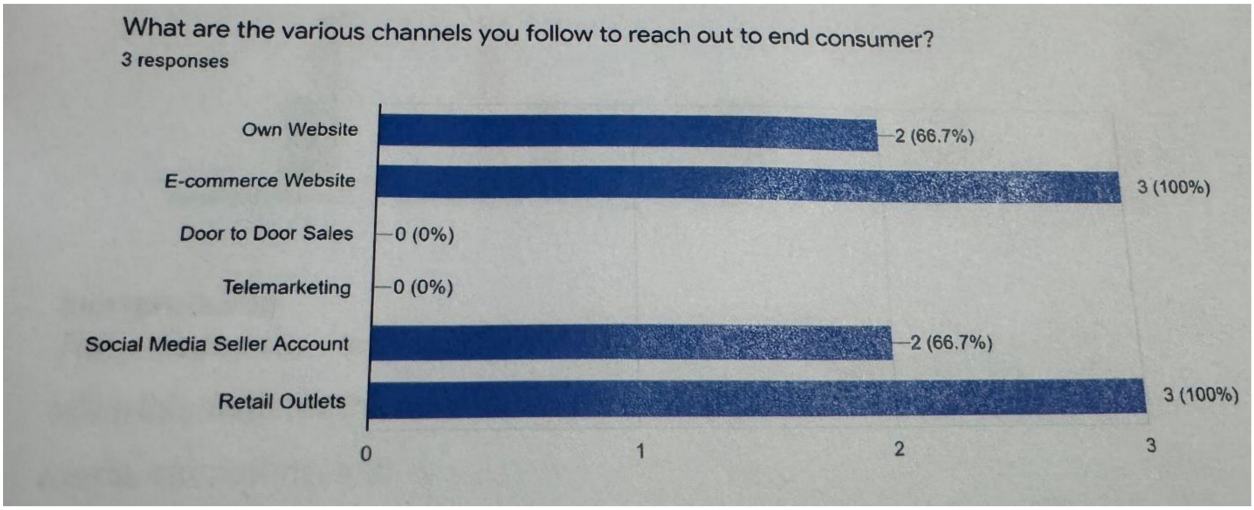


Interpretation

There are various platforms where a company can promote its products. E-commerce website being the most popular platform as it is easy to access and provides a complete supply chain solution. Social media websites such as Instagram and Facebook also provide advertisement features for businesses. Print media advertisements are still popular to create brand awareness.

However, for small businesses television advertisements prove to be costly at the initial stage of the business cycle.

Question. What are the various channels you follow to reach out to the end consumer?

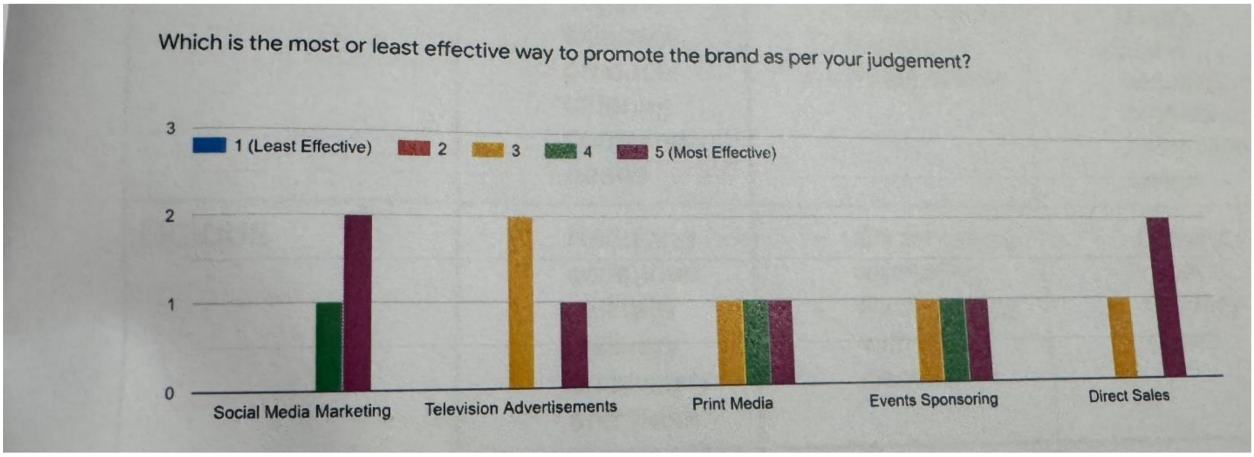


Interpretation

There are various channels through which a company can reach directly to the end consumer. E-commerce websites such as Amazon and Flipkart are the most liked platforms by the companies, as they provide full logistics and supply chain networks. Owning an e-commerce website can also be helpful but it will take time to drive traffic to your website, that's why Amazon and flipkart are more trustable sites. Retail outlets are also preferred by the brand as it allows them to demonstrate their product live and it also marks a physical brand presence.

Telemarketing and door to door sales are a thing of the past, and not preferred by new age D2C companies. The major drawback in them is that they involve huge manpower, time and cost.

Question. Which is the most or least effective way to promote the brand as per your judgment?



Interpretation

The responses are scattered as per the domain and outcome of the advertisement for the respondents. Still from the above graph it is clear that social media marketing and direct sales are the most effective to promote the brand successfully. Social media marketing provides a massive audience and direct sales marks the physical presence of a brand. Print media advertising and event sponsoring are also preferred by few as per the industry audience. Television advertising at this stage of their business can prove to be fatal as it will involve huge cost as compared to the outcome.

CONCLUSION

Companies/Factors	Brand Building	Brand Awareness	Positioning Strategies
BOAT	• Customer centric approach • Wide range of products to offer	• Social media marketing • Event Marketing	• Pricing policy • Workout buddy
MAMAEARTH	• Organic Skincare products catering consumer needs	• Social media marketing • Retail outlets	• Mum's brand ensuring organic baby care range
LICIOUS	• Reducing consumer call rate • Delivery accurately and fresh	• Social media marketing • Partnerships with other dealers	• Fastest meat delivery brand
PARAS METAL	• Customer centric approach • Futuristic approach	• Social media marketing • E-commerce channel	• High end durable product for regular usage

THE HOME TRENDZ	• Cost cutting • Consumer feedbacks	• Social media marketing • Digital marketing	• Home décor • Innovate the home design
ZANIBO	• High profit margins to retailers to capture market • Same day customer service	• Social media marketing • Print media • Television advertising	• Consumer durable goods with longer shelf life • Targeting female customes

- The brand building activities can be different and vary from brand to brand as per the company strategy. Few companies like to work on faster deliveries, others may work on innovative and tech based high quality products but one thing which can be analyzed from the report is that every brand's approach is customer centric. To be a brand of the future the company market strategy must have to solve the customer problems.

  The report of six D2C companies shows that a customer approach is must to make your name in the market. Boat, mamaearth and licious which are the successful brands focused on customer needs and solved their problems in the most effective way. The other three D2C startups who are still running into a brand name race are focused on providing customers a high end durable product. Thus it can be concluded that a customer centric approach is the most important aspect of brand building.

- Brand awareness is necessary for every company despite its business cycle stage. The consumer must be aware of the brand/product present in the market. The report analysis shows all six companies are very keen about socializing their brand. The successful D2C companies advertise more aggressively and use all possible combinations to get into the consumers mind. The startups however, have to analytically think which mode of awareness campaign will bring out the best in consideration to the rate of investment.

  The report of six D2C companies shows that social media marketing is the most likable source of advertising. Social media marketing is cost efficient and effective.

  This platform allows every company to invest in a proportional amount as much as the targeted audience captured. All the six companies are part of social media marketing as it opens up the platform to reach the masses and can directly generate the traffic on to the company's portal.

- The positioning strategies differ for every company as every product has its own customer base. The boat speakers positioned themselves as the workout buddy/lifestyle device instead of the audio instrument, the home trendz startup positioned themselves as the home decor instead of quilts company.

  The report of six D2C companies shows that a positioning strategy is planned up to target a diverse group of customers. The report analysis conveyed that a brand positions themselves in the mindset of the consumer as the best solution to their needs.

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Mamaearth's Success Journey from an Unknown Startup to a Top Organic Brand by SugarMint

https://sugermint.com/mamaearth-success-stor/#:-text=Thev%20now%20have 020a o20wide.brand%20for%20many%20Indian%20families.

Role of Brand Building Activities In D2C Business

D2C is an abbreviation of direct-to-customer. A company produces a given product in its own facility, as well as distributes it within its own channels. These channels may be an e-commerce platform, social media and a retail store.

Sign in to Google to save your progress.
Learn more

Name 0 points

Your answer

Business Name

Your answer

Your Designation

Your answer

Email ID

Your answer

Do you understand the term D2C?

- ◯ Yes
- ◯ No
- ◯ Maybe

How long you have been in this business?

- ◯ 1-3 year
- ◯ 4-8 year
- ◯ 9-15 year
- ◯ More then 15 year

From how many years are you following the D2C pattern?

- ◯ 0-2 year
- ◯ 2-5 year
- ◯ More then 5 year

Do you think D2C helps in better brand building?

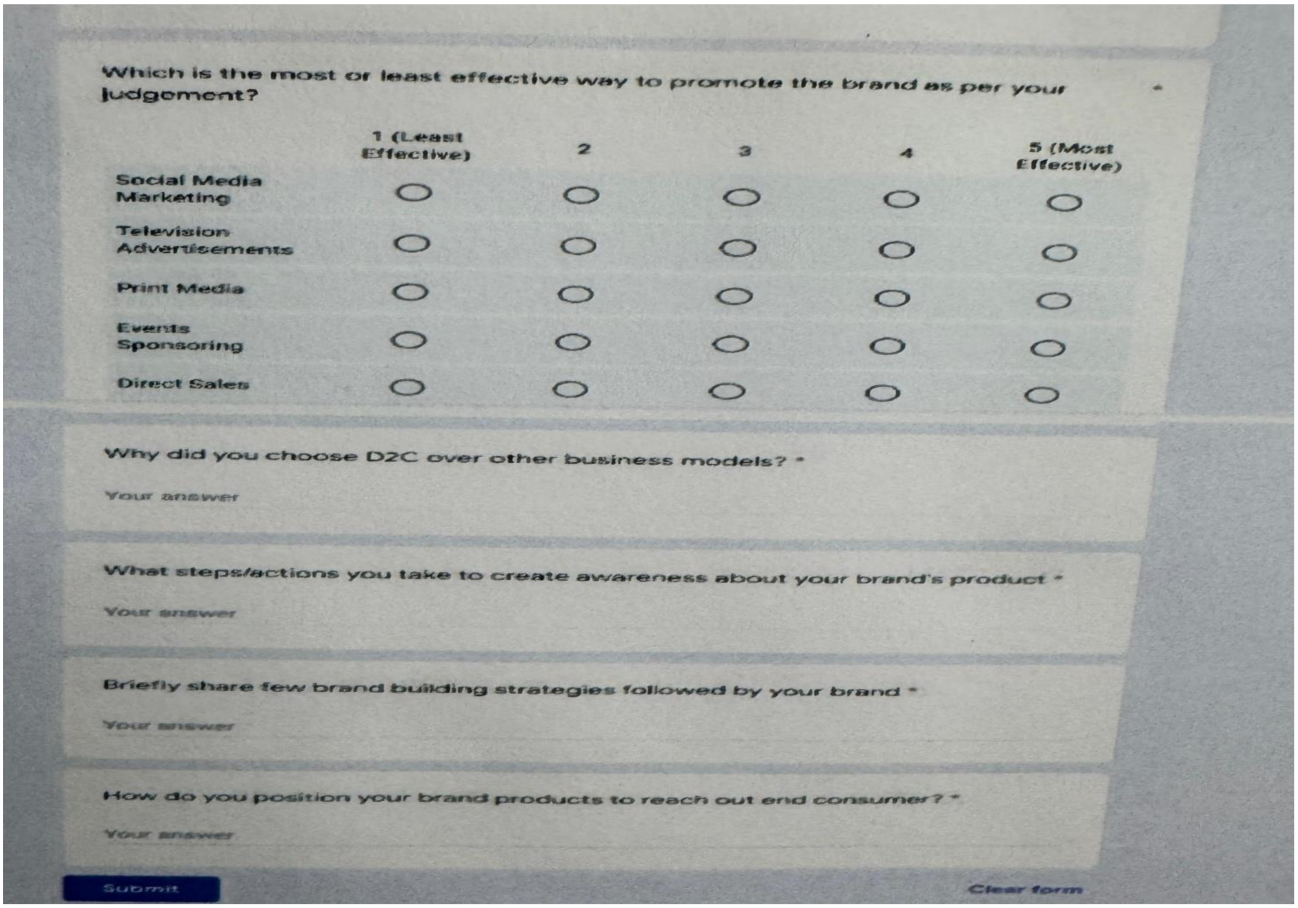
- ◯ Yes
- ◯ No
- ◯ Maybe

What are the various platforms on which you promote your products?

- ◯ Social Media websites
- ◯ E-Commerce websites
- ◯ Television advertisements
- ◯ Print media advertisements
- ◯ Event sponsorsing
- ◯ Other: _____

What are the various channels you follow to reach out end customers?

- ◯ Own websites
- ◯ E-Commerce websites
- ◯ Door to Door Sales
- ◯ Telemarketing
- ◯ Social Media Seller Account
- ◯ Retail Outlets



Which is the most or least effective way to promote the brand as per your judgement? *

	1 (Least Effective)	2	3	4	5 (Most Effective)
Social Media Marketing	○	○	○	○	○
Television Advertisements	○	○	○	○	○
Print Media	○	○	○	○	○
Events Sponsoring	○	○	○	○	○
Direct Sales	○	○	○	○	○

Why did you choose D2C over other business models? *

Your answer

What steps/actions you take to create awareness about your brand's product *

Your answer

Briefly share few brand building strategies followed by your brand *

Your answer

How do you position your brand products to reach out end consumer? *

Your answer

Submit

Clear form