

MARKETING PROJECT

SUBMITTED BY:-

ABHAY GOYAL

ABHISHEK RAJPUT

DEEPA

DEEPANSHU

GIRISH







marico

make a difference



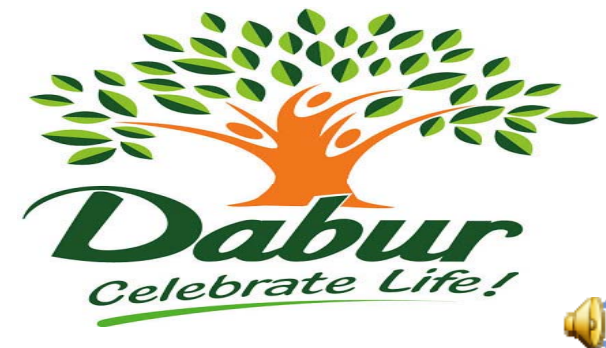
bajaj

Corp Ltd.



INTRODUCTION OF DABUR COMPANY

Type	Public company (NSE , BSE)
Industry	FMCG , Health Care
Founded	1884 ^[1]
Founder	Dr. SK Burman
Headquarters	Dabur Tower, Kaushambi, Sahibabad, Ghaziabad - 201010 (UP), India
Area served	Worldwide
Products	Dabur Amla, Dabur Chyawanprash, Vatika hair oil & shampoo, Dabur Honey, Fem, Hajmola, Réal & Réal Activ
Owner	Burman family
Number of employees	6,434 (2014-15) ^[3]
Website	Dabur.com



INTRODUCTION OF MARICO COMPANY

MARICO COMPANY

Type	Public (BSE: 531642)
Industry	Consumer goods , Hair Care , Skin Care
Founded	1987
Founder	Harsh Mariwala
Headquarters	Mumbai, India
Key people	ROHIT JAISWAL (DIRECTOR), Mr. ADITYA AJIT KUMAR SHOME, (MANAGING DIRECTOR), SAUGATA GUPTA (MANAGING DIRECTOR & CEO)
Products	PARACUITE HAIR OIL, Aftershower Cream, Starz Shampoo, Aftershower styling gel
Number of employees	1000 (Approx.)
Website	www.paracutecorp..com



INTRODUCTION of BAJAJ CORP LTD.

TYPE

Public ([BSE: 533229](#))

INDUSTRY

[Consumer goods, Hair Care, Skin Care](#)

Founded

1930

Founder

Mr. JAMNALAL BAJAJ

Headquarters

Andhari, Mumbai, India

Key people

Mr. KUSHAGRA BAJAJ (CHAIRMAN)

Mr. APOORV BAJAJ, (EXECUTIVE PRESIDENT)

Mr. SUMIT MALHOTRA (MANAGING DIRECTOR)

Products

BAJAJ ALMOND DROPS HAIR OIL

Number of employees

1000 (Approx.)

Website

www.bajajcorp.com



BOARD OF DIRECTOR DABUR

- Dr **Anand Burman** (Chairman)

Mr. **Amit Burman** (Vice-chairman)

Mr. **Sunil Duggal** (CEO)

Mr. **P. D. Narang** (Group Director)

Mr. **Mohit Malhotra** (CEO Dabur Internati)



BOARD OF DIRECTORS OF MARICO

- **VIVEK KARVE** (Vice President & Head - Corporate Finance)
- **ADITYA AJIT KUMAR SHOME** (Managing Director)
- **SAUGATA GUPTA** (Managing Director & CEO)
- **RUPALI CHOUDHARY** (Independent Director)
- **ROHIT JAISWAL** (Director)



BOARD OF DIRECTORS OF BAJAJ CORP LTD.

- ❖ **Mr. KUSHAGRA BAJAJ** (CHAIRMAN)
- ❖ **Mr. APOORV BAJAJ** (EXECUTIVE PRESIDENT)
- ❖ **Mr. SUMIT MALHOTRA** (MANAGING DIRECTOR)
- ❖ **Helen Shiner** (Clerk Manager)
- ❖ **Lynette Nolan** (Communication Manager)
- ❖ **Alicia Gardner** (Director of Support Service)





PRODUCT

DABUR AMLA HAIR OIL

PRICE

The Price of Dabur Amla Hair Oil is Rs 35 – Rs 38 for 100ml, Rs 74 –Rs 78 for 200ml, Rs 105 – Rs 110 for 300ml and Rs 175 – Rs 180 for 500ml.

PLACE

Dabur authorities uses its salesforces as well as distributionchannel to market its products.

PROMOTION

In television, famous actors and sport person are advertising the products.



PRODUCT

PARACHUTE HAIR OIL

PRICE

THE PRICE OF PARACHUTE HAIR OIL IS Rs 80 – Rs 85 for 190ml and Rs 110 – Rs 125 for 300ml.

PLACE

Parachute sells all over India both in urban and rural India. It is also sold in Bangladesh and middle east.

PROMOTION

It advertises through television, Print, Outdoor, Digital. The brand had been endorsed by celebrities like DEEPIKA PADUKONE.



PRODUCT

BAJAJ ALMOND DROPS

PRICE

The price of bajaj almond drops is Rs 45 – Rs 52 for 100ml and Rs 180 – Rs 186 for 500ml.

PLACE

Bajaj Almond Drops sells allover india both in Urban and Rural area.

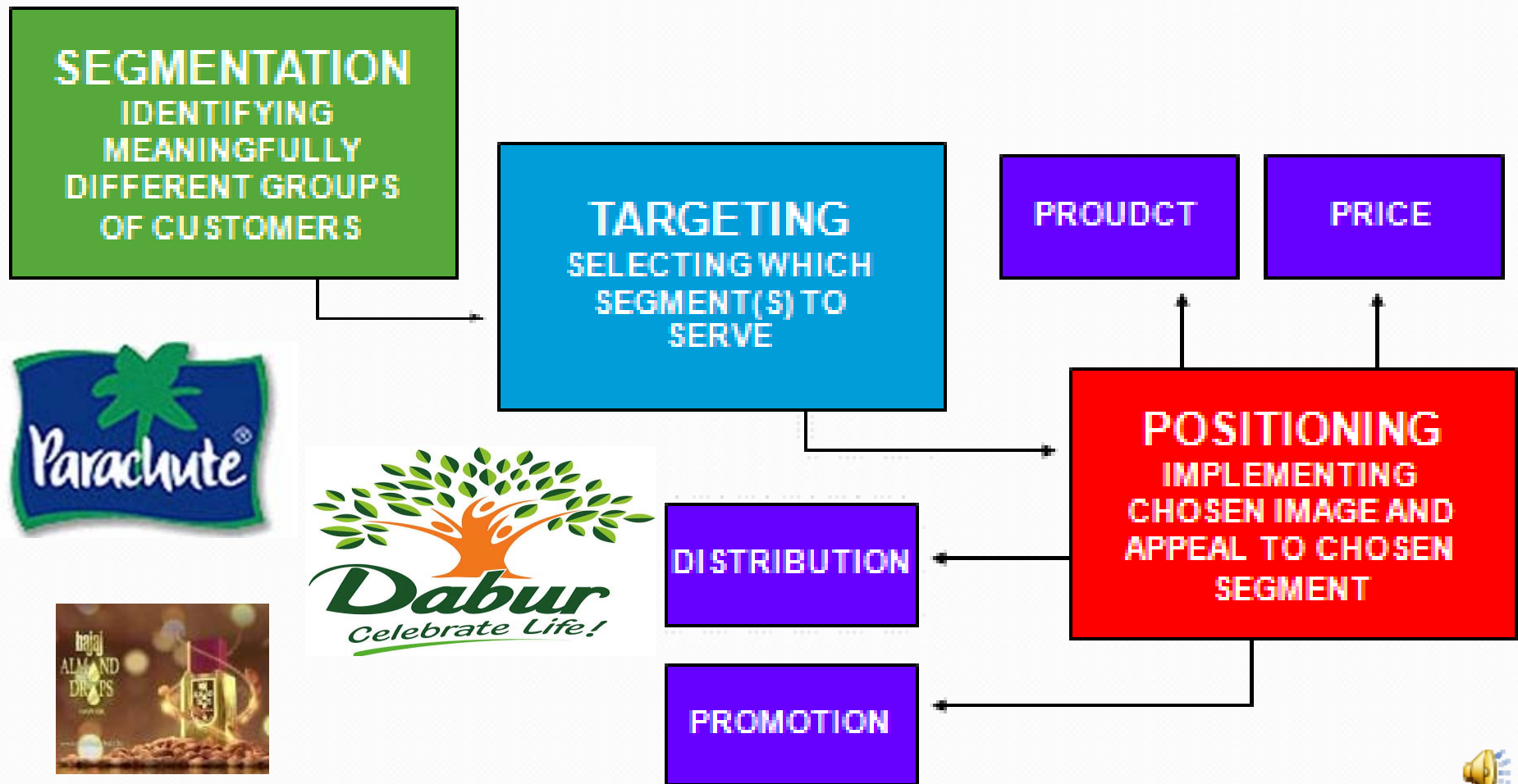
PROMOTION

It advertising through Television, Print, Internet etc. It had been endorsed by celebrities like LARA DUTTA.

MARKETING STRTEGY OF DABUR, MARICO AND BAJAJ CORP LTD.



STP Strategy of DADUR, MARICO & BAJAJ CORP LTD.



MARKET SEGMENTATION

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graph TD; MS[MARKET SEGMENTATION] --- D[DEMOGRAPHICS]; MS --- G[GEOGRAPHICS]; MS --- P[PSYCHOGRAPHICS]; MS --- B[BEHAVIORAL]; D --- Age[Age]; D --- Gender[Gender]; D --- Income[Income]; D --- MaritalStatus[Marital Status]; D --- EthnicBackground[Ethnic Background]; G --- Local[Local]; G --- National[National]; G --- Regional[Regional]; G --- International[International]; P --- Activities[Activities]; P --- Attitudes[Attitudes]; P --- PersonalityValues[Personality and Values]; B --- Benefits[Benefits]; B --- UsageRates[Usage Rates]; B --- Patterns[Patterns];
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DEMOGRAPHICS

Age

Gender

Income

Marital
Status

Ethnic
Background

GEOGRAPHICS

Local

National

Regional

International

PSYCHOGRAPHICS

Activities

Attitudes

Personality
and Values

BEHAVIORAL

Benefits

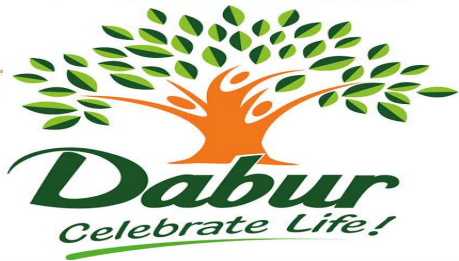
Usage Rates

Patterns



PRODUCT MIX OF DABUR, PARACHUTE AND BAJAJ HAIR OIL

Hair care



Vatika Hair Oil

Dabur Amla Hair
Oil

Dabur Anmo



PARACHUTE COCONUT OIL

PARACHUTE ADVANCED

PARACHUTE JASMINE

PARACHUTE THERAPIE

PARACHUTE STARZ

bajaj

BAJAJ ALMOND DROPS

BAJAJ BRAHMI AMLA

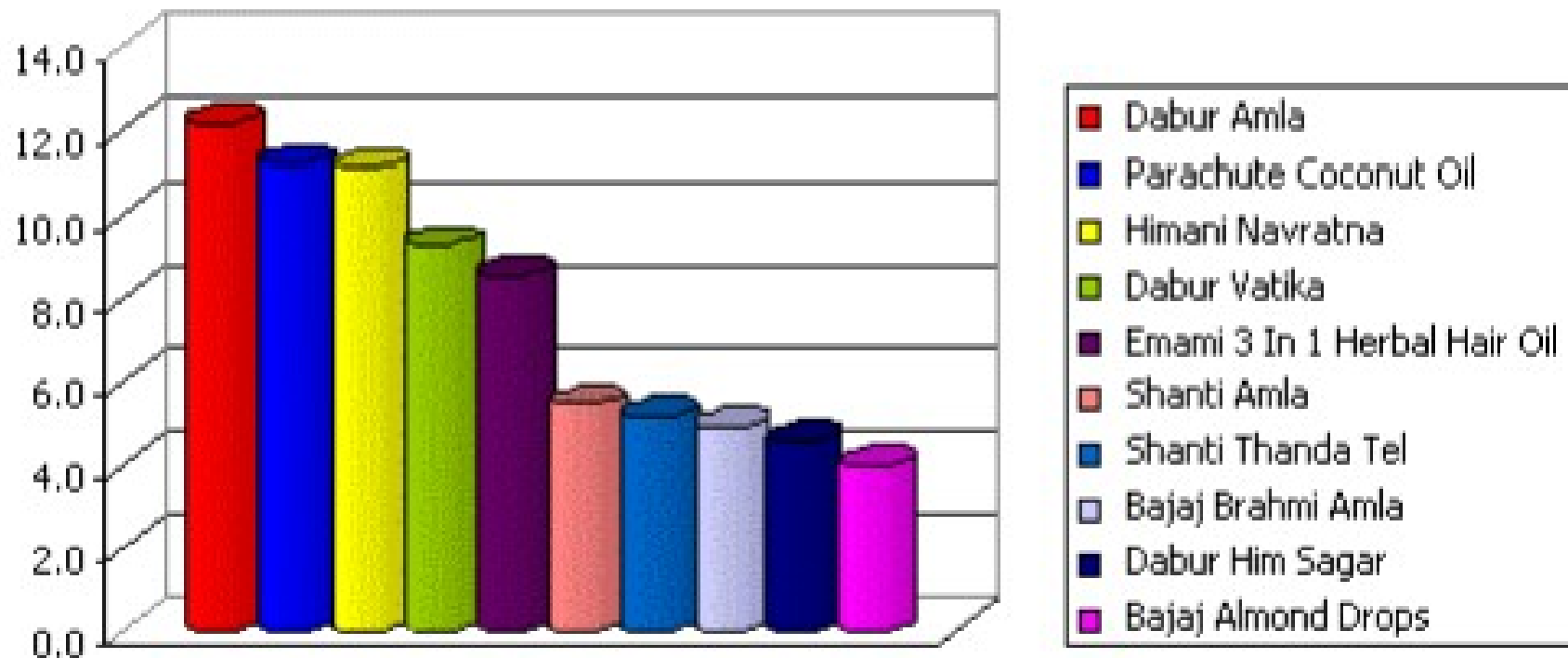
BAJAJ AMLA SHIKAKAI

BAJAJ JASMINE HAIR OIL



MARKET SHARE OF HAIR OIL COMPANY

Dabur Amla is the Most Advertised Hair-Oil Brand on Television



HYPOTHESIS TESTING OF HAIR OIL

1. Sales of different brands of hair oil are uniformly distributed
2. There is no significant difference among the consumers on the factors like age, gender, and occupation etc towards their attitude about the usage of hair oil.
3. Different factors which are important in the purchase decision of hair oil for consumers do not differ significantly.
4. Male and Female consumers differ significantly in their perceived importance about the different factors which help them purchase hair oil
5. Male and Female consumers differ significantly in their perceived importance about the different sources of information which help them purchase hair oil

OBJECTIVE OF HYPOTHESIS

1. To analyze the consumers brand preferences for HAIR OIL
2. To evaluate consumers attitude towards the usage of HAIR OIL
3. To evaluate consumers perception about the important factors pertaining to HAIR OIL purchase decision

THANK YOU!!

