

“MARKET RESEARCH ON FACEWASH”

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ORGANIZATION NAME : GRACEDERMA HEALTHCARE PVT. LTD.



GRACEDERMA HEALTHCARE PVT. LTD.

ABOUT

- GRACEDERMA HEALTHCARE PT LTD is a pharmaceutical healthcare company with focus on dermato-cosmetology established in 2010.
- Using the world class ingredients and latest technology they aim at delivering the highest quality products and forming an interface between innovation, technology, healthcare practitioners and patients.
- The product range covers a wide spectrum of dermatological and cosmetic therapies ie skin lightening, hair care, anti-fungal, anti-acne, emollients, anti-bacterial, dermatitis and sun protection.

MISSION & VISION

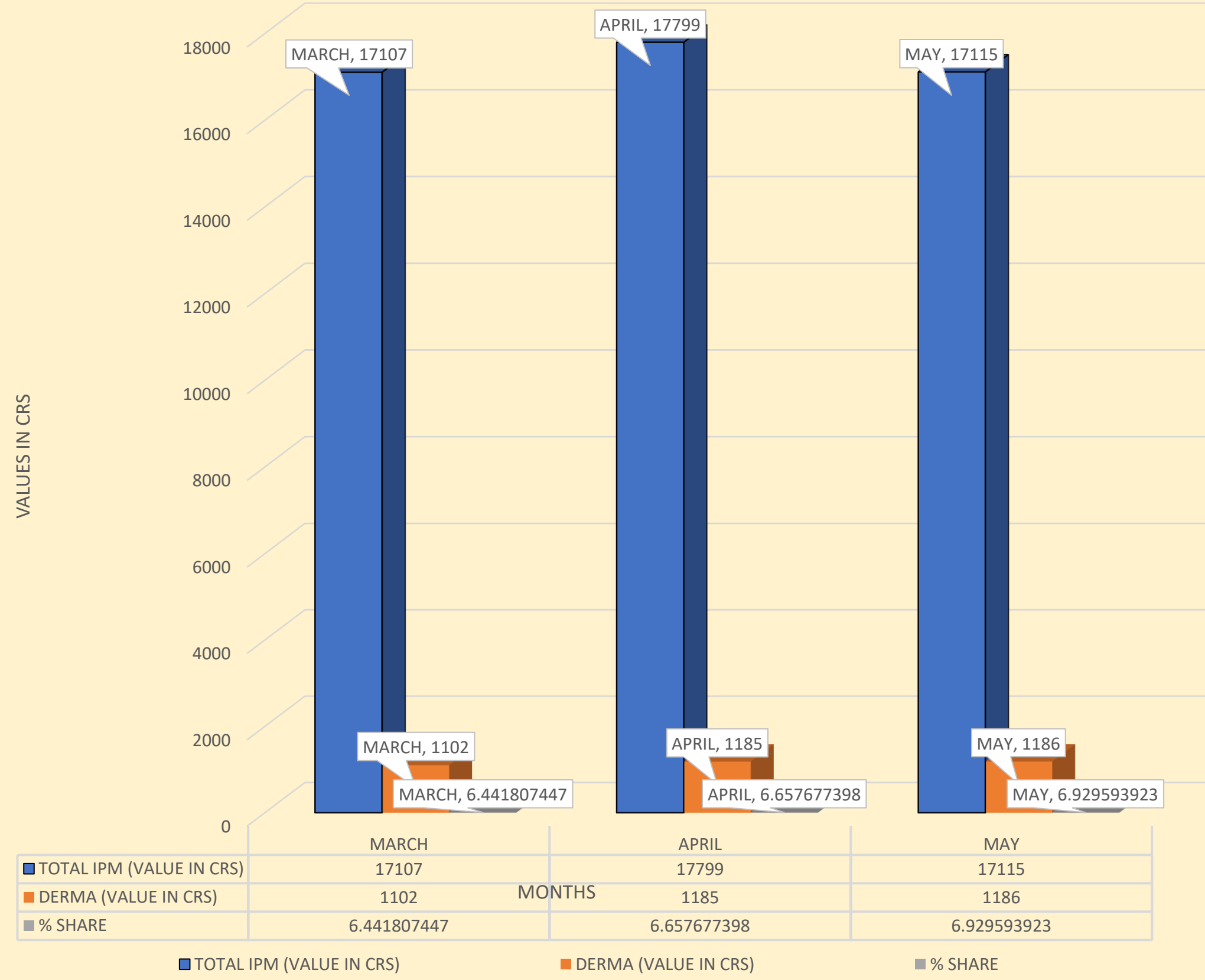
- To fulfill all our social responsibilities of providing high quality healthcare solutions to every small to large segment of our society with proper maintenance of our core value, ethics, commitment and integrity.
- To become the leading global and domestic healthcare organizations through Innovation, Standard and competence.
- To mark the organization's presence in the society by creating cost effective solutions available to all.

ORGANIZATION STRUCTURE



DERMATOLOGY MARKET (INDIA)

DERMA SEGMENT VALUE COMPARISON



FACEWASH MARKET IN INDIA

According to the report, India Face Wash Market Outlook, 2027-28 the Indian face wash market is expected to grow with a CAGR of more than 15%.

MARKET SEGMENTATION

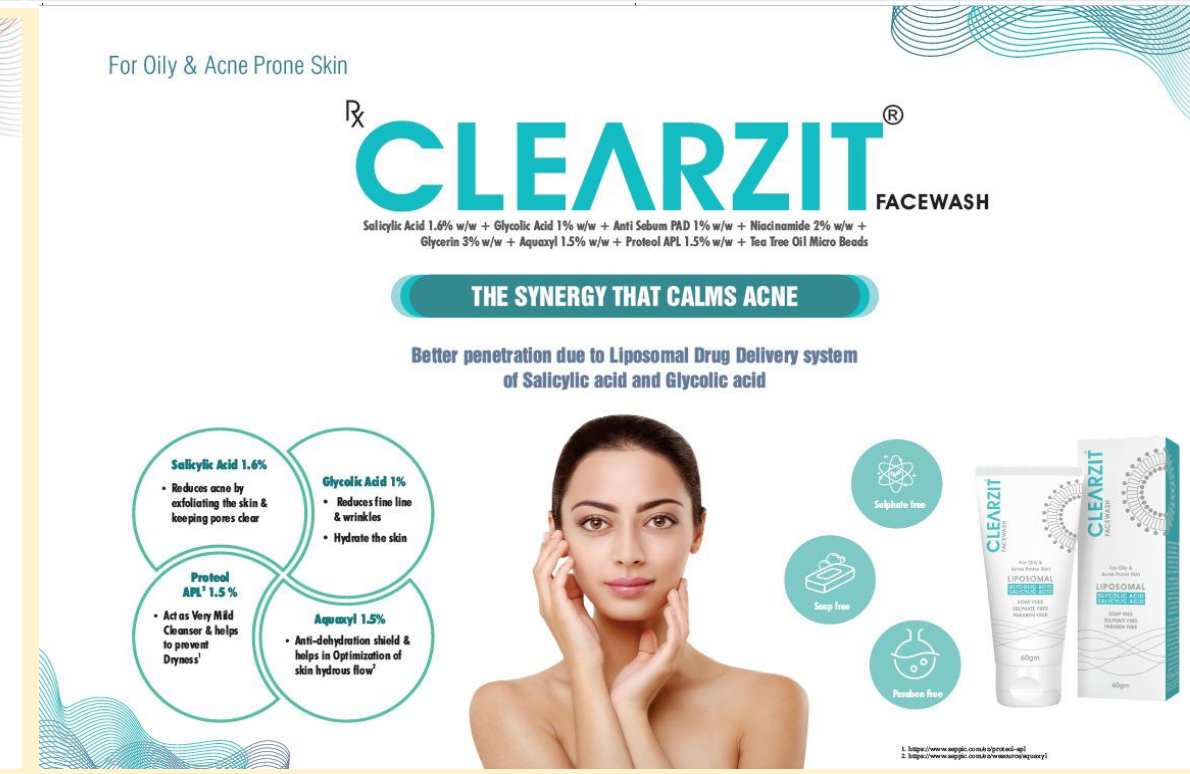
PRODUCT TYPE	END USER	PRICE
- Dry Skin - Oily Skin - Acne-Prone - Normal Skin	- Men - Women - Children	- Economy - Medium - Premium

VISUAL AIDS OF FACEWASH BY GRACEDERMA HEALTHCARE

DEPIGLOW FACEWASH



CLEARZIT FACEWASH



PESTEL ANALYSIS

POLITICAL

- Compliance with government regulations is essential to ensure the product's legality and safety.
- Government stability also attracts investors for businesses and companies .

ECONOMIC

- The higher consumer spending is also reflective of higher purchasing power, which is important for increasing overall consumption patterns, and health of the economy.
- A moderate inflation rate will also help the business grow and work positively towards increasing the consumer confidence, and consumer spending trends.

SOCIAL

- A higher portion of the younger population is beneficial as it will allow the company a larger consumer population base.
- In addition it will also promise with more skilled and educated workers and human resources, thereby adding breadth and depth to the talent pool.

TECHNOLOGY

- The country, and all consumer markets enjoy a high rate of internet penetration.
- These population segments widely make use of social media for connectivity.

ENVIRONMENT

- The company increasingly making use of solar energy, and hydroplanes for purposes of operation management and business processes.
- The country has high regulations for waste management and control.

LEGAL

- It is important to ensure that there are no infringements on intellectual property rights related to the ingredients or the facewash formulation.

DEPIGLOW FACEWASH

- Depiglow Face Wash is a whitening and brightening face wash that gently cleanses the skin of dirt and impurities and makes it soft, smooth and radiant.
- INGREDIENTS : Malpighia punicafolin (Acerola) fruit extract, Liquorice root extracts, Micro citrus, Glycolic acid, vitamin B5 ,Niacinamide.

BRAND COMPETITORS

BRAND	COMPANY	PRICE
AHAGLOW	TORRENT	Rs.495
GLOGEOUS	TORRENT	Rs.995
PURIFYING NEEM	HIMALAYA	Rs.150
BILUMA	GALDERMA	Rs.680

PRODUCT PROFILE(DEPIGLOW)

- To address hyperpigmentation and uneven skin tone
- It works by reducing the production of melanin, the pigment responsible for skin coloration.
- TARGET SPECIALITY: Dermatologist & Physician
- FORMULATION: Creamy facewash
- PACK SIZE : 70gm tube packed in carton

CHALLENGES FACED DURING INTERNSHIP

- Faced problem in handling a lot of data.
- Time management was another problem as there was no fixed working hour .
- Communication gap .
- The meetings schedule was not properly decided.

SWOT ANALYSIS

STRENGTH	WEAKNESS
Natural Ingredients : They may offer antioxidant properties, help brighten the skin, and promote an even skin tone. Potential Benefits: The combination of these ingredients may offer multiple benefits such as skin brightening, anti-aging effects, and improved skin texture.	Sensitivity: Some individuals may be sensitive to the ingredients present in the facewash, such as glycolic acid. It is important to conduct a patch test and ensure the product is suitable for their skin type. Limited Research: The specific formulation of DepiGlow and its efficacy might not be extensively studied or supported by clinical trials, which could raise questions about its effectiveness.
OPPORTUNITIES	THREATS
Growing Demand for Natural Skincare: The increasing consumer preference for natural and plant-based skincare products provides an opportunity to cater to this market segment. Marketing and Branding: Effective marketing strategies highlighting the natural ingredients and potential benefits of the product can attract customers and create brand loyalty.	Competition: The skincare market is highly competitive, with various products targeting similar skin concerns. It needs to differentiate itself from competitors to retain customers. Regulation and Compliance: Skincare products need to comply with regulations and safety standards. Any adverse effects reported by users can pose a threat to the brand's reputation.

SWOT

LEARNINGS AND VALUE ADDITION

- I learnt the way market research is done.
- I got an in depth knowledge about the different facewash being used.
- How to perform tasks in a given time frame
- Professional behavior.

DIFFERENCE BETWEEN THEORETICAL AND PRACTICAL EXPOSURE

- In theoretical work my learning experience was based on understanding the concept, reasoning, techniques and theory of the project. But during the practical exposure I utilized the concepts that I learnt in the theoretical work, provided me a hands on experience, helped me navigate through the working environment smoothly.
- We will learn our own perceptions during practical exposure but on the other hand in theoretical we will learn others perception.

USEFULNESS OF INTERNSHIP

- This internship has provided me a platform to add innumerable experiences. I have learnt so much in the span of 6 weeks . It has given me a taste of work life and how exactly I am supposed to work in an organization. I have become even more confident from before .I am highly grateful to GRACEDERMA HEALTHCARE for giving me such a wonderful opportunity.
- Got knowledge about the research work required for brand plan and management

SUGGESTIONS

- If the internship would have been in offline mode it would be more beneficial.
- It would be great if the organization allowed the interns a bit into their running project's which could be fruitful for both parties.
- Proper notifications about the schedule should be provided.