

**Summer Training at
S. Zhaveri Pahrnakem Pvt. Ltd.
(April 30-June 8, 2012)**

Marketing Plan of Hand Sanitizer

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**Post Graduate Diploma in Pharmaceutical Management
2011-2013**



**Institute of Health Management Research,
Jaipur
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Certificate

This is to certify that Mr. Mohd. Mustafa Raza from Institute of Health Management Research, Jaipur has undergone summer training in S.Zhaveri Pharmakem Pvt. Ltd., Mumbai from 30th April to 8th June 2012.

The Candidate himself carried out the project. His approach to the study has been sincere, scientific and analytical. This summer training is partial fulfilment of the course requirement is recommended for the award Post Graduate Diploma in Pharmaceutical Management.

I wish him success in all his future endeavours.

Dr. P.R Sodani

Dean (Academic and students Affairs)

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July 2012

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ACKNOWLEDGEMENT

I would like to take this opportunity to express my heartfelt gratitude to the people who have supported me in the compilation of this comprehensive plan.

Firstly, I would like to thank Mrs. Uma Javeri for enlightening me with the requisite knowledge of project and giving an insight of the significance of marketing strategies and tactics in business operations, and to Mrs. Suhagi Parikh for her invaluable support and efforts in making a clear insight of the project.

Secondly, I thank all the staff who provided me the required information and data necessary to fulfill the scope of this plan.

I hope that this plan will prove to be a useful source of study in the area of pharmaceutical marketing as well as in the hygiene industry, and an effective, result oriented plan in future.



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EXECUTIVE SUMMARY

S. Zhaveri Pharmakem Pvt. Ltd. is going to deal in fast moving consumer goods introducing an innovatory product Hand Sanitizer in the market. Emphasized on hygiene issues faced by consumers in their standard norms and conditions, Hand Sanitizer will be utilized to get rid of bacteria and viruses anywhere anytime. Any person can manage it easily.

This innovatory product in miniature market has especially been planned for the targeted group of consumers who usually have to cope with their hygiene matter in their daily life. They may be university or college students, who are mostly hygiene conscious, household women mostly concern with their children's health, travelers who find problem regarding availability of any washer during their journey, etc. All in all Hand Sanitizer can solve the inconvenience faced by above-mentioned people and plan to provide them a health protector at their reach.

This miniature product can be carried out at anyplace where it is needed. It is available in a pack size of 50ml which consume less space and is price effective and can be bought by any class.

We can compete because our hand washing products offer a distinctive blend of quality, features, benefits, service and value based pricing. We are aiming several segments in the consumer and business market. Our plan is to capture the advantage of the increasing demand for more featured, varied and exclusive hand sanitizer for everyone and also providing service, based on consumer type.

This report will explore all the areas of the marketing plan and provide in-depth analysis and rationale of planned actions. To identify the opportunities a SWOT analysis has been made. Positioning, product management, pricing, distribution channels are also discussed.



1. CURRENT MARKET SITUATION

S. Zhaveri Pharmakem Pvt. Ltd. will deal in FMCG i.e. fast moving consumer hygiene products. We plan to launch an innovatory product Hand Sanitizer. This product can be used mostly in traveling and by people who are busy in their outdoor jobs like students, person related to showbiz, and by any class of working people etc.

1.1.MARKET SUMMARY

S. Zhaveri Pharmakem Pvt. Ltd. focuses on the better hygiene of their consumers therefore taken into consideration the health factor of our consumers. Our target consumers are household women who are mostly concerned with the health factor of their school going children. Most of the household women search for tacky items and then go to the market looking for new solutions that will be usable and cheaper in price. Young college/ university students would be able to keep this product easily in their bags and can dispose it off after use and the same for every other working, mobile class of people.

1.2.MARKET NEEDS

In the life of today there is a need for such an effective & instant product, which can satisfy health need at all the levels. Hand Sanitizer can be ideal for that as it is easy to carry and can be put easily in bags, wallets & in pockets as well. It gives a unique opportunity to be sticky free and it will also provide a protection against germs. Its fresh fragrance will give people an energetic feeling, so people will be lively and enthusiastic towards their work.

1.3.MARKETING TREND

The current market situations demonstrate that people have become more health conscious. They desire something contemporary and effective, for this reason Hand Sanitizer would be their ideal product. The soap industry has been established quite sturdy position in the global market and Antibacterial Soap Market is also increasing its share, so market trends display that there is a place for products catering hygiene. Thus there is a very good time and opportunity to introduce this product in the market.

1.4.MARKET GROWTH

Our product quality and fragrance will be the major attraction to the consumers and will cover our product innovators into our regular consumers. We expect the market growth curve to rise from left to right in upward direction with the relative consumer boom globally. In our first five years we could achieve our targeted sale for Hand Sanitizer, as it will be available in very attractive, price effective pack.



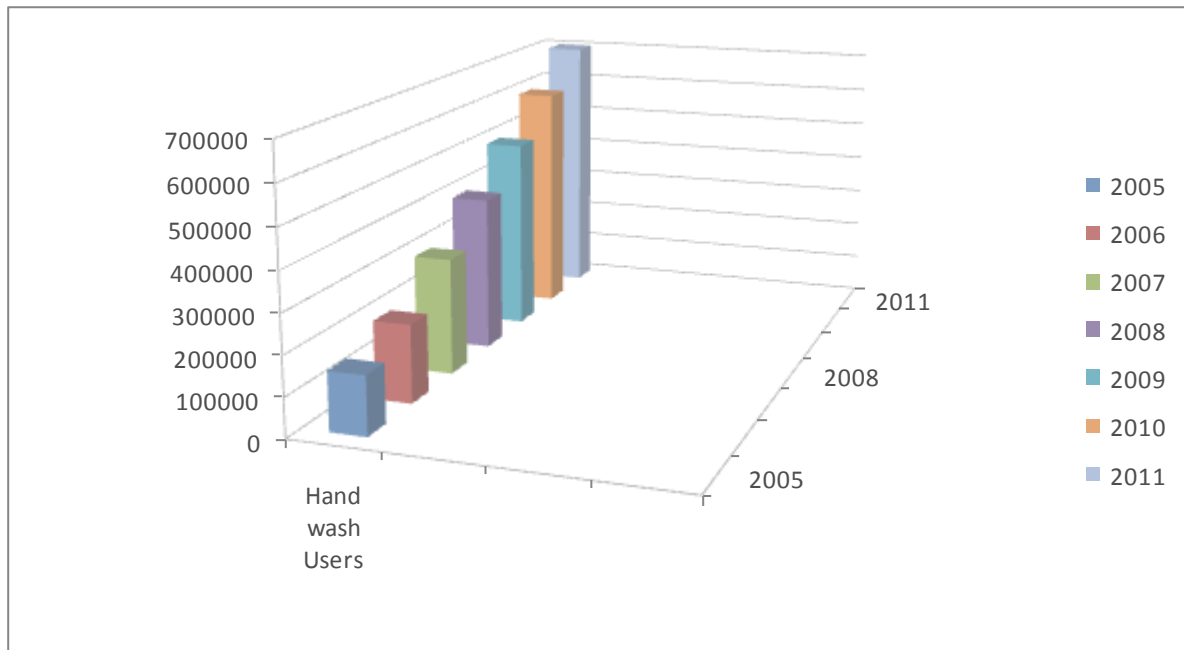


Chart: Last 7 Years Hand Wash Users

1.5.COMPETITIVE ANALYSIS

The key element in purchase decisions of our consumers will be made at the level of trust due to the professional reputation of the company and introducing new innovative concepts of personnel hygiene. . Moreover, the number of hand wash and soap users is increasing with the gradual increasing use of rural areas, so, the scope to serve the users is increasing. Parents pay a high inters in their child .And, they prefer search different and quality washing materials. Additionally using soap and existing hand wash needs water to wash hand but our product didn't and it also reduces the misuse of water.

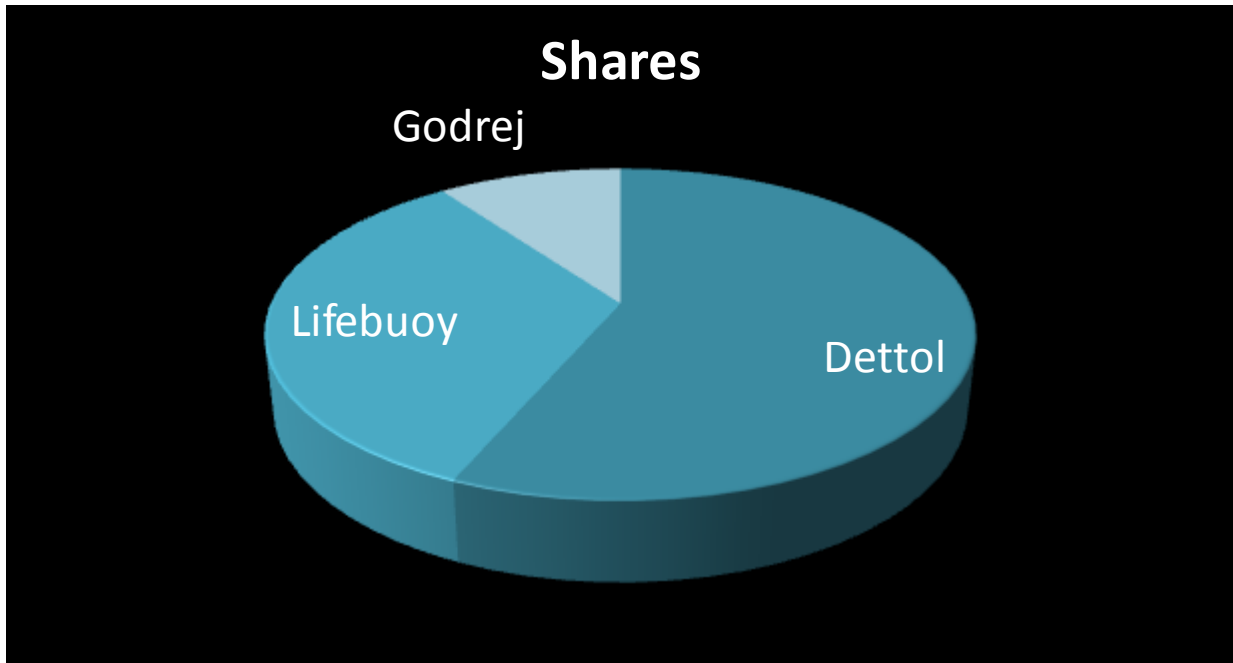
At the beginning we are expecting more competition and our monopoly can be diffused by competitors who already have hygiene products launched in the market. Some products available at retail outlets are:

Product	Quantity (ml)	Price
Dettol	50	49
Lifebuoy	50	50
Godrej - Protekt	100	60



On the contrary we will keep an eye on future & must have to keep in mind some strategies to combat our future competitors who can enter the market.

The current Market Share taken by competitors is given below:-



2. SWOT ANALYSIS

The SWOT analysis covers strength, weaknesses, opportunities and Challenges. Strengths and weaknesses are generally internal attributes, which we can address by changing our business. Opportunities and Challenges are generally external.

2.1. STRENGTHS

- Kills harmful bacteria and germs within seconds!
- Gentle enough for frequent use when soap and water are not available
- Safe for use on hands
- Non-sticky, non-greasy formula that feels as natural as water
- Cheap skilled labor
- Lower price than competitors

2.2. WEAKNESSES

- Limited market coverage.
- Higher price consumer good
- Consumers have less knowledge of hand sanitizer
- Unpopular brand name
- Consumers are cautious about buying a new product over the old one

2.3. OPPORTUNITIES

- Gradual market expansion
- Hygiene Awareness among masses
- Unhygienic conditions
- Day by day awareness of consumers
- Using a technology which costs less

2.4. THREATS

- Irregular purchase of the product
- Downward pressure of pricing



3. OBJECTIVES AND ISSUES

Every organization and company has certain goals laid down to provide value added services to satisfy its customers. In a gist they would include:

- Building an organization dedicated to excellence
- Consistently deliver superior quality and value in products and services
- Maintain a commitment to innovation for continuous improvement and strive towards always being the leader in the market place changes.
- Generate consistently superior financial returns and benefits for the owner and employees

This section defines the objectives targeted at capturing the market in order to cater to all the goals stated above. We, at S. Zhaveri Pharmakem Pvt. Ltd., realize that we will encounter a number of issues in this course. Following are the details of the particular objectives and issues involved in achieving them:

3.1.SALES REVENUES

For the first year, the entire focus will remain on establishing the image of the product in the eyes of the cliental. Therefore, heavy investments will be made on launching a marketing campaign, product placement and sales promotion besides manufacturing. Since the product will be in its introductory phase therefore a return on investment will not be a priority. This will be the full-throttle promotion phase.

Followed by this, the next year, the company will place focus on understanding its cliental and all promotions and activities will in turn attempt to entertain the findings. Profits will still not be the major concern.

The next year and the year after that, the company will start analyzing its sales and revenue characteristics. In third year, the company's marketing strategies will begin to show color where as the year after that the maximum profits will start flowing in.

In the fifth year, investments will be made to analyze the company's data banks. Campaigns will be launched for evaluating whether the company has achieved its objectives in satisfying the customers' needs. New strategies will be employed for increasing products worth in terms of diversity and quality. Variations in product manufacturing and packaging will be introduced to accommodate a larger cliental while sustaining the existing customers.



3.2.ADVERTISING AWARENESS

As discussed in the previous section, the target market is a class of people who are health as well as image conscious. Therefore, the product design and packaging are modern, sleek and trendy. The objective of the advertising would be to inform the target customers about the product's availability. It would further ensure that it succeeds in convincing the customers that this product is their need because they place great value on healthy living as the contrary could be life threatening. Once the well-off, image conscious class adopts the product – the rest will follow.

However, the challenge for us is to ensure increase in cliental while sustaining the class that wants to stand out in crowds. Therefore, the advertising techniques must ensure that we succeed in establishing and sustaining a glamorous image and above all securing an essential place in the lives of the customers.

Furthermore, the target groups for advertising will be children, youngsters and elders alike. We realize that all sections of society have the power to inspire a “buy”. Thus, it is crucial that advertising strategies cater to all age groups.

3.3.PRODUCT PLACEMENT

The product will be provided in all buying centers situated in localities of the target customers. Therefore, the product will be available in the major shopping malls and super markets, health and medical centers, hospitals and air ports and also at every possible retail store.



4. MARKETING STRATEGY

For those of us in workplace, in hospitals, schools or working with the public on a daily basis, proper hand hygiene is very important. That is why additional and effective measures to fight germs are necessary to prevent the spread of germs and viruses. So keeping a small 50ml bottle of Hand Sanitizer in your pocket or purse is peace-of-mind for people who can't curtail their daily encounters with the public. If you travel, pack the 50ml travel size bottle. They are compact and won't take up much room in your luggage. For extra care, use Hand Sanitizer before eating meals on the run, after sneezing, before and after changing a baby's diaper, after grocery shopping, after taking public transportation or any time soap and water are not available. It's gentle on hands and won't dry out your skin. Good hand hygiene is easy – Refresh and disinfect all in hand sanitizer.

4.1.MISSION

Our aspiration is to supply reliable, trustworthy and hygienic product because our consumer's good health is our foremost motive. We want our clients to be aware of sanitized products and we can confidently say that our product assures security to their health. We are delivering even higher value to our consumers so we focus on the benefits of our consumers through which we can reach to apex.

4.2.MARKETING OBJECTIVES

We want to determine our company as a hygiene protector. Introducing this product can boost the reputation and prestige of our company. Our measurable specific objective is to establish our company at the top level of hierarchy and explore as a health protector and expert as well in the field of hygiene product world.

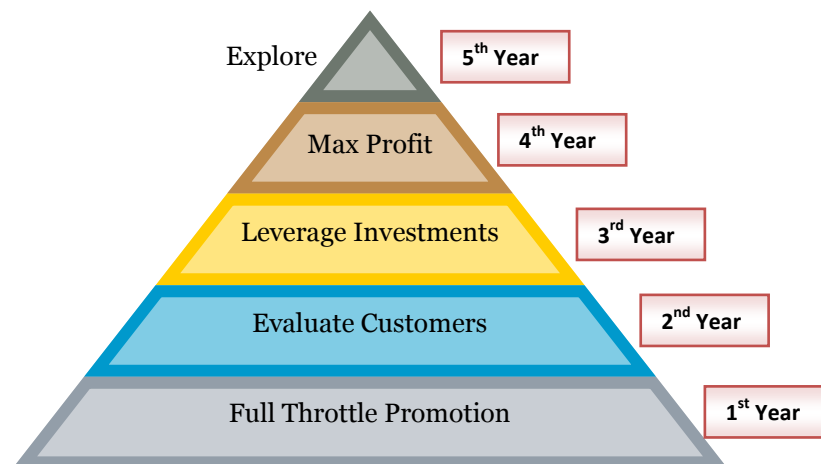
4.3.TARGET MARKET

Hand Sanitizer is especially designed for students, working group and travelers. Students usually face problems regarding cleanliness in their busy routine where time is the most important factor. Taken into consideration Hand Sanitizer is quite easy to carry and use. It can also be used by travelers during their traveling. This product will be used by upper and middle classes due to its price and can be used by person of any age group.



Target Market	Travelers belonging from Urban Areas (of every age group)	Urban Young School /College /University Going Girls / Boys (within the age bracket of 12 – 24 yrs)	Urban Corporate Class (of every age group)	Urban Doctors / Para-Medical Staff (of every age group)
Product (Premium Quality product to build brand equity)	Easy to carry and easy to use Hand Sanitizer.	Fancy but easy to carry Hand Sanitizer.	Classy Hand Sanitizer.	Strong anti-bacterial Hand Sanitizer.
Price (Adequately price product to build market share)	Middle	Middle	Middle	Middle
Place (Wide distribution channels facilitating availability of product to target consumers in order to increase product usage and repeat purchases)	All Shopping Stores / Malls at major locations and stores located at Airports and grocery shops/retailer stores.	All Shopping Stores / Malls at key locations especially stores located near major public and private educational institutes.	All Shopping Stores / Malls at major locations of the city.	All Shopping Stores / Malls at key locations and pharmaceutical shops located near or at major hospitals and dispensaries.
Promotion (aggressive and innovative promotional campaigns to increase brand awareness)	Stress price, hygiene benefits, easy to find. Use larger media, perhaps national newspaper ads, pamphlets, Billboards, local media.	Stress price and practicality. Use larger media, perhaps national newspaper ads, Leaflets, Circulars Billboards, local media and awareness amongst students through product promotional programs at schools /colleges / universities.	Stress quality, simplicity, good results. Use local media, national newspaper ads, pamphlets Billboards and some renowned business magazines.	Stress practicality, exercise benefits, environmental advantages, and hygiene benefits. Local media, personal selling and visits to hospitals by sales representatives.

4.4. STRATEGIC PYRAMIDS

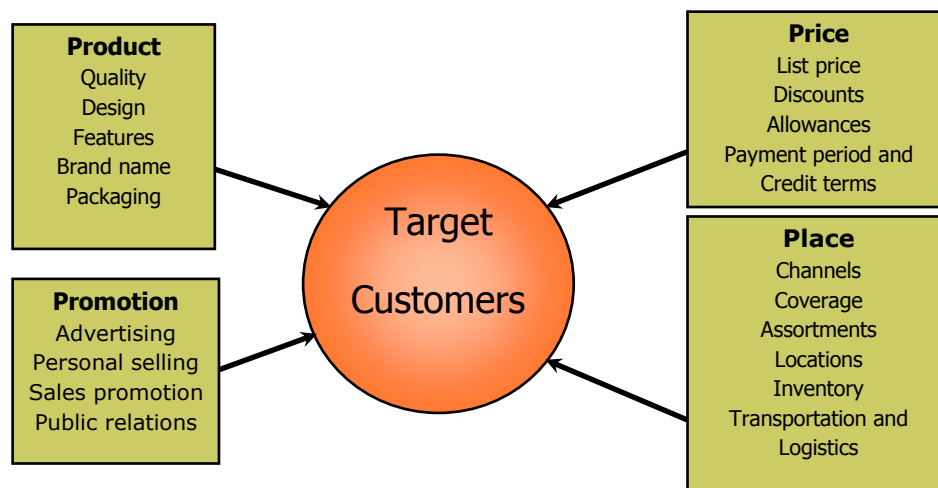


4.5. MARKETING MIX

“Proper marketing leads to successful business.”

Trout & Partners

As we introduce a new product, proper marketing is our basic requirement. Different means of media is the best way for its proper marketing. Advertisements through newspapers, magazines, pamphlets, circulars and leaflets with appealing sketches and depictions regarding the product and availability of the product at all the retailers shop could assure to be a supporting key to success.



5. POSITIONING



Since our product is new we are intending to position us as a company offering a product which is mainly to target lifestyle-oriented consumers and also to the convenience-minded consumers. The main benefit of our product is luxury, comfort along with good quality.



6. CONTROL

Control involves measurement, evaluation, and monitoring. Resources are scarce and costly so it is important to control marketing plans. Control involves setting standards. We will then compare actual progress against the standards. Corrective action (if any) will be taken. If corrective action is taken, an investigation will also need to be undertaken to establish precisely why the difference occurred.

We will follow the following approaches to control:

- Quarterly Market share analysis
- Semi Annual Sales analysis
- Regular Quality controls
- Budgets
- Continuous Marketing research
- Customer feedback through satisfaction surveys
- Sales per thousand customers, per factory, by segment
- Location of buyers and potential buyers
- Performance of any promotional activities
- Market reaction/acceptance to pricing policies
- Monitoring Service levels



7. CONCLUSION

Hand Sanitizer is a new product concept in this world with its health care formula, which is a dire need globally. The health concern departments of every country are continuously finding ways for making environment clean, healthy and germs free.

Many common viruses and bacteria, especially those causing colds and flu, are transmitted from the hands to the eyes, nose and mouth, which causes the infection. Clean hands can reduce the spread of infections. The old adage of "wash your hands" is still true. However, now there is a new way to clean your hands without soap and water. Which is a hand sanitizer, and which is launched by us, which requires no water, no soap and kills the most common germs that cause illness, and also kills bacteria. When hands are not visibly soiled, hand sanitizer gels are now recommended for hospital staff instead of hand washing. These are also beneficial for students, household women, and children and in traveling, when soap and water is not available. Not only are gels more accessible than sinks, but also they act faster and kill more microorganisms. Hand Sanitizers require less time, and they're less irritating and drying to the skin than soap and water.

Currently Hand Sanitizer is only launched in Nigeria, Philippines, Nepal, Bangladesh, Sri-Lanka and India in different grocery and super stores with reasonable prices. Later we will be introducing our product to other parts of world as well. Hand Sanitizers are not meant to remove visible dirt, so you still need to wash up when your hands are dirty. But we hope that our product will represent a revolution in hand hygiene, as it is more effective than soap in reducing germs on hands.



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