

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: MMM Marketing Strategy Semester –IV (Batch 2017-20)**

**Subject: MARKETING STRATEGY**  
**(End Trimester Examination)**

**Date of Exam: 12<sup>th</sup> April 2019**  
**Marks: 50**

**Time: 3 Hours**

**Notes:**

- 1. Section A is COMPULSORY. Choose any THREE QUESTIONS from section B. All questions carry equal marks.**
- 2. Supplement your answers with suitable theory and examples where necessary.**

**Section A**

**Case Study**

Hand wash market stands at a fraction of the total soaps market, but it stands on a high growth when compared to soaps. India's handwash market is growing at a Compounded Annual Growth Rate(CAGR) of 15% over the last three years and has the potential to increase from Rs 740 cr to Rs 8000 cr. On the other hand soaps market is growing at a rate of 6% CAGR and the total personal wash market category has the potential to grow to Rs 18,500 cr, according to an estimate by Godrej Consumer Products Ltd (GCPL).

Main Players in the hand wash market are :

- Lifebuoy
- Palmolive
- Dettol
- Savlon
- Fem
- Santoor

**Trend In Hand Wash Market In India**

- Initially the soaps were always preferred s the most effective medium to wash hands because of cost effectiveness but now the trend has moved toward the liquid soaps being available to consumers and is becoming an important role in their life.
- Strong awareness amongst people towards maintaining hygiene
- Schools have come forward in providing lessons to the children to maintain hand hygiene habits

- There was a time when most of the sales was contributed by Institutions( Offices etc) but now the trend has moved a step further by rapidly growing in households
- With the recent Swachh Bharat Abhiyaan, the drive to spread the message is becoming stronger with many brands actively utilizing the platform to get their brand message across to the consumers.

The penetration of handwash in India is just 10% compared to 99.9% for soaps as handwash is comparatively costly while average soaps cost is Rs 10. However due to reasons of hygiene, preference of kids and the fact that it doesn't melt will help in the growth of hand wash products.

GCPL believes that there is a huge potential to drive penetration of hand wash with lower cost and value for money offerings.

Godrej has come out with Mr.Magic powder to liquid hand wash with Rs 15 for 200 ml refill and Rs 35 for combi pack. Mr. Magic—the first-ever powder to liquid handwash. All you need to do is add a sachet of powder in 200 ml water in a dispenser, shake it and your handwash will be ready. These powder sachets from Godrej Protekt—a range of hand hygiene products from Godrej Consumer Products—are priced at one-third of the existing 200ml refill packs. It not just reduces the price and change the packaging but also disrupts the way consumers experience handwash.

The business of hand wash is certainly increasing and gaining a great momentum, and the consumption(business) starts from the early morning and continues till we take a sleep (handwash post dinner), but the overall purpose of driving the cleanliness drive is becoming better day by day.

**Questions:**

Q1. Assess Mr.Magic's competitive position in Indian Handwash market? (10 Marks)

Q2. Devise a Segmentation, Target and Positioning strategy for Mr.Magic. (10Marks)

## **Section B**

**Question 2.** Health Food Drinks (HFD) in India are primarily malt-based milk drinks that act as taste enhancer along with nutrition fortification of milk. The market is currently dominated by GSK that has over 60% market share with key brands – Horlicks and Boost in its kitty. Other key players include Mondelez International – Bournvita, H.J Heinz – Complan and Abbott Nutrition – Pediasure. Recently, Nestle has relaunched its brand Milo in ready to drink format while Danone has introduced Protinex.

However the category is witnessing the scenario of reducing growth.

Hindustan Unilever, the largest fast moving consumer goods maker in India, has agreed to merge the India consumer healthcare business of pharma giant GlaxoSmithKline in an all equity deal, giving it access to health food brands like Boost, Viva, Maltova and Horlicks.

**Devise a market promotion strategy for Unilever to revamp and reposition Horlicks for millennial consumers. (Marks 10)**

**Question 3.** Identify the Life Cycle Stage of the following brands? How can they leverage their strengths in competitive marketplace to gain leadership positions?

**(10 Marks)**

1. Amazon Prime Video (DTH)
2. Zomato (Food and beverage delivery)

**Question 4.** Small-town, low-end brands like Diana, Dynamite and scores of others have joined big city, high-end brands like Axe, Engage, Fogg and their ilk to revolutionise the deodorant business in India. Consider the numbers—a staggering 986 varieties of Deos (from 500 brands) are sold across markets, with as many as 103 recent launches. Between 2009 and 2015, the market size of deos jumped from Rs 500 crore to Rs 2,300 crore. The Deo market is growing at around 18 per cent annually, and the growth in rural markets that account for a tenth of deo sales, is 29 per cent. Set Wet is the leader in men's hair styling category has launched a no gas deodorant.

**Outline the Blue Ocean Strategy for Set Wet No Gas Deodorants. (10 Marks)**

**Question 5:** 'Premium packaged drinking water is fast acquiring the proportions of a fad across India. Easily available at fine dining outlets and five-star hotels, these bottles are increasingly being paired with good food and high end wine by those who can afford to pay for them. The premium end of the Rs 8,000 crore market for bottled water is dominated principally by imported brands like Perrier, San Pellegrino and Evian. While Perrier is produced by Swiss multinational Nestle, San Pellegrino is imported from Italy and Evian from France. **Design a Pricing strategy for TATA's who is introducing 'Himalayan' as premium packaged drinking water in this category.'** (10 Marks)

-----End of Paper-----