

# **SIP PRESENTATION**

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## **Topic - Market Analysis at GANRAJ PROVISION**

**The internship focused on  
Customer awareness for HUL beauty care products**

**The Market Analysis in Kamptee about HUL beauty care products.**

## **Company Profile -**

### **SHRI GANRAJ PROVISION**

**Shop no. A6,7,8, Sindhi Chall, Friday market,  
Kamptee, Nagpur.**

**was established by Harish Kumar Manglani**

**Dealership of HUL**

## Products

- Lux
- Dove
- Lakme
- Glow n Lovely
- Sunsilk
- Clinic Plus
- Ponds
- Axe
- Vaseline
- Indulekha
- Treseme



*Hindustan Unilever Limited*

## **Actual Work Done**

### **Customer Awareness**

- **Collection of knowledge from the customer**
- **Why are Customer not able to purchase products**

## Actual Work Done

### **Amount of Purchase done by the customers**

- Customer do not buy the beauty products in bulk mostly due to lack of money.
- Small packets are sold more as compared to the larger packs.

## Actual Work Done

### Consumer Buying behavior

- Their buying behavior when they buy our products sometimes our regular bases
- Analyse or compare the brands which are available in market

## **Key Learnings**

- 1. Never stop learning and change will become your comfort zone**
- 2. Don't be afraid of new tasks**
- 3. It's okay to make mistakes**
- 4. Self awareness**



## **Finding and Suggestions**

- 1. Knowledge about market.**
- 2. HUL has various competitors in the beauty care products market segment.**
- 3. HUL should increase distribution network in rural areas especially for beauty care products.**

## **Conclusion**

**It's was known during the internship that the brand image of HUL is very good in the minds of the users.**

**People are also well aware of the beauty care products of HUL.**

**HUL is a trusted brand among the users.**

**Thank you**