

A

Project Report

on

“A Study on marketing strategies of different product of HUL LTD”.

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guide of

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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



CERTIFICATE

This is to certify that “**AMAN SANODIYA**“ has submitted the project report titled “**(A Study on marketing strategies of different product of HUL LTD.)**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination.

This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. AFSAR SHEIKH
(Project Guide)

Dr. AFSAR SHEIKH
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Place: NAGPUR

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



DECLARATION

I here-by declare that the project with title “A study on marketing strategies of different product HUL LTD” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

AMAN SANODIYA

Place: NAGPUR

Date:

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Academic Year 2022 – 23



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to SWATI KATHALEY Principal, G.S. College of Commerce & Economics, Nagpur.

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I would like to thank all those who helped me in making this project complete and successful.

AMAN SANODIYA

Place: NAGPUR

Date:

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INTRODUCTION

INTRODUCTION

What is marketing strategy?

A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customer.

With a marketing strategy, you can define how your company positions itself in the marketplace, the types of products you produce, the strategic partners you make, and the type of advertising and promotion you undertake.

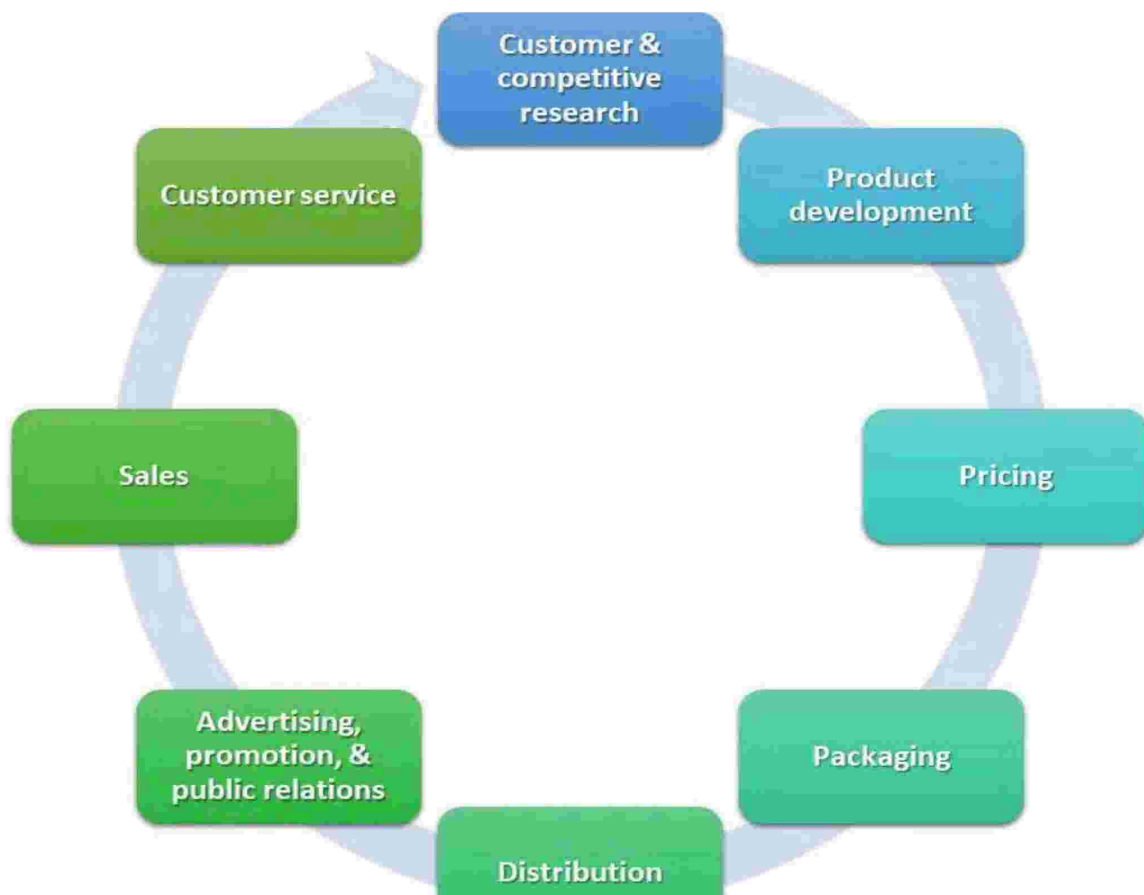
Having a marketing plan is essential to the success of any business. Read on to learn how to create a successful marketing strategy for your company.

- Marketing is more than just advertising and promotion – it's all about connecting with the customer.
- A marketing strategy sets the direction for all your product and marketing-related activities.
- Having a marketing strategy helps keep all your activities on track.
- Developing a marketing strategy involves setting goals, researching the market, developing product plan , defining your marketing initiatives, and following the "7 P's."

What is marketing?

Marketing is about connecting your company with potential customers and connecting those customers with your products. It involves understanding customer needs, translating those needs into products and services, packing and pricing those products and services, and then convincing customers that they need to buy those products and services.

To put it simply, marketing is the entire cycle from identifying potential customers to satisfying those customers' needs with the products you produce.



Why is having a marketing strategy important?

Creating – and following – a marketing strategy is essential to setting the direction not just for your marketing-related activities but also for your entire business. Your marketing strategy helps you stay in sync with your customer base, develop the right products for them and determine how you communicate information about those products.

Without a defined strategy you won't know who your customers are, you won't develop the right products, and you'll waste money promoting them.

In short, having a defined marketing plan makes you more successful. According to a CoSchedule survey, companies who have a documented marketing strategy are 313% more likely to successful than those who don't.



THE BENEFITS OF HAVING A MARKETING STRATEGIES:

1. Identifies your Target Market

Through market segmentation, an effective Marketing Plan will enable you to identify and understand your ideal customers, their needs, problems and values; and how your product / service meets their needs or addresses their problems in a way that creates value.

2. Identifies your Competitors

An effective Marketing Plan includes the identification of your competitors from a SWOT perspective so that you can determine how you can improve or augment your offering to be favourably compared to the offerings of your competitors.

3. Defines your Unique Selling Position

An effective Marketing Plan requires the definition of how your brand, products and services will be positioned in comparison to your competitors in the market, in such a way that makes your offering unique and preferable in comparison to your competitors in the eyes of your target customers.

4. Supports ROI on Marketing Spend

An effective Marketing Plan includes the definition of specific and measurable marketing goals, time-frames and activities. This ensures that you only invest in promotional activities that drive a positive ROI, ie: promotional activities that match your target market's purchase behaviours, etc.

5. Sets out Strategy to Target Ideal Customers

An effective Marketing Plan utilises market research to map out a strategy to reach your target audience, including the messages, channels and tools that you will use. Again, this will prevent investment in marketing activities that don't support your defined strategy.

SCOPE OF MARKETING STRATEGY

Marketing strategy is typically seen as the task of creating promoting and delivering goods and services to consumers and businesses .marketing involved in 6 types of marketing and they are:

1. Goods

Physically goods constitute the bulk of most countries “production and marketing effort. Each year Us companies alone market billions of canned and frozen foods products and various other main stays of a modern economy. Not only companies market there product but it can be marketed through internet also

2. Services

As economies advance a growing proportion of their activities is focused on production of service. Service includes the work of airlines hotels barbers and repair people .at the pure service end would be listening to a patient or a quarter performing at another level it would be telephone cal. It is supported by a huge investment by both product and a service.

3. Experience

By orchestrating several service and goods it can create a stage and market experience. There is also a market for customized such as spending a week at a basketball camp with retired basketball greats for a few minutes and climbing Mount Everest.

4. Events

Marketers promote time base events such as Olympics company anniversaries major trade shows sports events. There is whole professional of meeting planners who work out the Details of the events and make sure it comes out properly

5. Persons

Celebrity marketing is a major business. Today every major film has an agent, a personal manager and ties to public relation agency. People like Madonna and late Andy Warhol have done a masterful job of marketing themselves. Management consultant tom peter himself a master at self branding has advised each person to become a brand

6. Information

Information can be produced and marketed as a product. This is essentially what schools and universities produce and distributes at a price to parents, students and communities. The production packaging and distribution of information is one our society major industries



PRICE

There are many ways to price a product. Let's have a look at some of them and try to understand the best policy/strategy in various situation

PLACE

Another element of Neil H.Borden's Marketing Mix is Place. Place is also known as channel, distribution, or intermediary. It is the mechanism through which goods and/or services are moved from the manufacturer/ service provider to the user or consumer

PRODUCT

For many a product is simply the tangible, physical entity that they may be buying or selling. You buy a new car and that's the product - simple! Or maybe not. When you buy a car, is the product more complex than you first thought? The Three Levels of a Product . . .

- The Product Life Cycle (PLC) is based upon the biological life cycle. For example, a seed is planted (introduction); it begins to sprout (growth); it shoots out leaves and puts down roots as it becomes an adult (maturity); after a long period as an adult the plant begins to shrink and die out (decline).
- The Customer Life Cycle (CLC) has obvious similarities with the Product Life Cycle (PLC). However, CLC focuses upon the creation of and delivery of lifetime value to the customer i.e. looks at the products or services that customers NEED throughout their lives

PROMOTION

Another one of the 4P's is promotion. This includes all of the tools available to the marketer for 'marketing communication'. As with Neil H.Borden's marketing mix, marketing communications has its own 'promotions mix.' Think of it like a cake mix, the basic ingredients are always the same. However if you vary the amounts of one of the ingredients, the final outcome is different.

PHYSICAL EVIDENCE

Physical Evidence is the material part of a service. Strictly speaking there are no physical attributes to a service, so a consumer tends to rely on material cues. There are many examples of physical evidence, including some of the following:

PEOPLE

People are the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the 'individual needs' of the person consuming it.

PROCESS

Process is another element of the extended marketing mix, or 7P's. There are a number of perceptions of the concept of process within the business and marketing literature. Some see processes as a means to achieve an outcome, for example - to achieve a 30% market share a company implements a marketing planning process

COMPANY PROFILE

COMPANY PROFILE



Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is one of the largest fast-moving consumer goods (FMCG) companies in India. It is a subsidiary of Unilever, a British-Dutch multinational consumer goods company. HUL was founded in 1933 and is headquartered in Mumbai, India.

HUL's product portfolio includes a wide range of home care, personal care, and food and beverages products. Some of its well-known brands include Lux, Lifebuoy, Dove, Surf Excel, Rin, Wheel, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Lipton, Kwality Wall's, and Pureit. The company has a strong distribution network in India, with over 7,000 distributors and 1.6 million retail outlets.

In addition to its core business, HUL has also undertaken several corporate social responsibility (CSR) initiatives in areas such as water conservation, sanitation, education, and livelihoods. The company has been recognized for its sustainability efforts, and has been included in the Dow Jones Sustainability Index for 10 consecutive years.

HUL is listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) in India. As of 2021, the company had a market capitalization of approximately INR 6.2 trillion (USD 84 billion) and employed over 21,000 people across India.

INTRODUCTION ON HINDUSTAN UNILEVER LIMITED

Hindustan Unilever Limited (HUL) is one of the largest fast-moving consumer goods (FMCG) companies in India. It was formed in 1933 as Lever Brothers India Limited and is headquartered in Mumbai, Maharashtra. The company is a subsidiary of Unilever, a British-Dutch multinational consumer goods company.

HUL has a diverse product portfolio that includes personal care, home care, foods, and beverages. Some of its well-known brands include Dove, Surf Excel, Lipton, Knorr, Lux, Lifebuoy, Pepsodent, and Brooke Bond.

The company has a strong distribution network that reaches over 6.4 million outlets across India. HUL also has a strong commitment to sustainability and has launched several initiatives to reduce its environmental footprint and improve the lives of people in the communities where it operates.

HUL is a market leader in several categories and has received numerous awards and recognitions for its business practices and sustainability initiatives. The company is listed on the Bombay Stock Exchange and National Stock Exchange of India, and its shares are also traded on the London Stock Exchange.

Hindustan Unilever Limited (HUL) is one of India's largest consumer goods companies, headquartered in Mumbai, India. The company was established in 1933 as Hindustan Vanaspati Manufacturing Company and was renamed as Hindustan Unilever Limited in 1956.

HUL is a subsidiary of the global consumer goods giant, Unilever. The company's portfolio consists of products in categories such as personal care, home care, and foods & refreshments. Some of the company's most popular brands include Lifebuoy, Dove, Lux, Pepsodent, Lipton, Brooke Bond, Surf Excel, Rin, Wheel, and Knorr.

The company has a vast distribution network, which includes over 2 million outlets across the country. HUL's manufacturing facilities are located in different parts of India, including Maharashtra, Tamil Nadu, Himachal Pradesh, Goa, and Uttar Pradesh.

In addition to its focus on business growth, HUL has also been actively working towards social and environmental sustainability. The company's initiatives include water conservation, reducing waste, promoting sustainable agriculture, and promoting hygiene and sanitation in rural areas.

HUL has consistently been ranked as one of India's best employers and has won several awards for its efforts in sustainability and corporate social responsibility. As of 2021, the company employs over 21,000 people and had a turnover of over INR 42,000 crores (approximately USD 5.7 billion).

HISTORY OF HIDUSTAN UNILEVER LIMITED

William Hesketh Lever established Lever Brothers in 1885. Switch set up cleanser processing plants the world over. In 1917, he started to enhance nourishments, securing fish, frozen yogurt and canned food sources organizations. In the Thirties, Unilever improved innovation with the growing business. The business developed and new goals were dispatched in Latin America. The innovative soul of the originators and their mindful way to deal with their workers and their networks stay at the core of Unilever's business even today. Unilever was framed in 1930 when the Dutch margarine organization, "Margarine Unie" converged with British cleanser creator Lever Brothers. Both organizations were going after similar crude materials, both were engaged with huge scope promoting family items and both utilized comparable conveyance channels. Between them, they had activities in more than 40 nations. Margarine Unie developed through consolidations with other margarine organizations in the 1920s(Unilever, 2016). In a set of experiences that currently cross three centuries, Unilever's prosperity has been impacted by the significant functions of the day – financial expansion, misery, universal wars, changing buyer ways of life and advances in innovation. What's more, all through they've made items that assist individuals with getting more out of life – cutting the time spent on family tasks, improving nourishment, empowering individuals to appreciate food and deal with their homes, their garments and themselves. Towards the start of the 21st century, the Way to Growth procedure zeroed in on globally popular brands. Like never before, how brands are helping individuals 'feel better, look great and get more out of life' – a notion near Lord Leverhulme's heart over a hundred years ago(Parvin, 2017). In March 2015, Unilever affirmed it had agreed to procure REN Skincare, a British specialty skincare brand. This was continued in May 2015 by the procurement of Kate Somerville Skincare LLC. In October 2015, Unilever consented to get the Italian premium frozen yogurt producer GROM for an undisclosed sum. On 16 August 2016, Unilever obtained Blue air, a provider of versatile indoor air filtration advances. In September 2016, Unilever obtained Seventh Generation Inc. for \$700 million. On 16 December 2016, Unilever procured Living Proof Inc. a hair care items business. In March 2018, the organization reported that its base camp will be moved totally to Rotterdam, finishing its double Anglo Dutch structure and UK enlistment site. Indeed awarded Unilever as the UK's ninth best private area boss dependent on a huge number of representative evaluations and surveys.

Hindustan Unilever Limited (HUL) is a leading consumer goods company in India. Its marketing strategy involves a combination of various elements, including product innovation, distribution, pricing, and advertising.

Here are some key components of HUL's marketing strategy:

Product Innovation: HUL continuously innovates its products to cater to changing consumer preferences and trends. For example, it has introduced various variants of its popular brands like Lux, Dove, Surf Excel, and Pepsodent to meet the diverse needs of consumers.

Distribution: HUL has a vast distribution network that reaches every nook and corner of the country. It has a strong presence in both urban and rural markets, and its products are available in a wide range of retail outlets, from large supermarkets to small mom-and-pop stores.

Pricing: HUL uses a pricing strategy that is based on the value that consumers perceive in its products. It offers premium products at premium prices, but also has a range of products that cater to different income groups.

Advertising: HUL's advertising strategy is focused on building strong brand equity and promoting its products to a wide audience. Its advertisements are targeted towards specific demographics and are designed to create an emotional connect with consumers. The company uses both traditional and digital media to reach its target audience.

Corporate Social Responsibility: HUL's marketing strategy also includes a strong focus on corporate social responsibility (CSR). The company has several initiatives in place that focus on sustainability, rural development, and community welfare. This helps the company build a positive image and gain the trust of consumers.

HINDUSTAN UNILEVER'S BUSINESS MODEL

Unilever's plan of action starts with shopper knowledge that illuminates brand advancement, and cover the following things(Unilever, 2015):

Assembling: Unilever has the world's No.1 flexibly fast assembly lines, as indicated by Gartner. 306 processing plants have been focused intensely in productivity and eco-creation.

Coordinations: Unilever concentrating its activities with an organization of worldwide Ultra Logistic control proves their intentions to improve client support, reduced expenses and lessen CO2 discharges. We progressively utilize half breed vehicles and rail as opposed to street.

Promoting: Unilever's different stages to accomplish slice through in a profoundly divided media. Successful advanced promoting is basic and impacts shopping at all phases of the dynamic cycle and through all channels.

Deals: Unilever works intimately with retailers to win in the commercial center, ensuring all brands are consistently accessible and appropriately shown, in all channels from markets to the internet business.

Buyer understanding: Unilever applies knowledge into patterns, yet in addition, the capacity to anticipate them to keep the upper hand.

Joint effort: Unilever works with governments, NGOs and different partners to drive change that is useful for society and useful for business, and work with accomplices in our flexible chain, to make advancements in items and bundling.

Advancement: Unilever R&D (innovative work) mission is to construct brands through advantage driven development opened by science and innovation.

Sourcing: It has a €34 billion yearly obtainment program including farming crude materials, 51% of which are reasonably sourced.

HINDUSTAN UNILEVER PRODUCTS

Unilever's Personal Care, Foods, Home Care and Refreshment classes each contain an arrangement of brands with interest in advancement and promoting. Unilever has 13 brands with deals of €1 billion or above and a developing number of Sustainable Living brands, for example, Axe, Dove, Heart Brand, Hellmann's, Knorr, Lipton, Lux, Magnum, Omo, Rama, Rexona, Sunsilk, and Surf that convey solid social or ecological advantages. They effectively deal with their portfolio and in 2015 added a Prestige healthy skin range in personal Care through obtaining, and zeroed in a portion of our foods brands in another baking, cooking and spreads business (Unilever, 2015).

Unilever works in excess of 190 nations and is available in seven out of ten families universally. A few topographies are new; others, they have been in for over 100 years. Despite the fact that the brand works in certain business sectors that are unpredictable, with explicit dangers, the size and scale give hazard enhancement and consistency. Unilever's Personal Care, Foods, Home Care and Refreshment classes each contain an arrangement of brands that intend to convey steady, serious, beneficial and mindful development upheld by interest in advancement and promoting. Unilever has 13 brands with deals of €1 billion or above and a developing number of Sustainable Living brands, for example, Axe, Dove, Heart brand, Hellmann's, Knorr, Lipton, Lux, Magnum, Omo, Rama, Rexona, Sunsilk, Surf that convey solid social or ecological advantages and they effectively deal with our portfolio and in 2015 added a Prestige healthy skin range in Personal Care through obtaining, and zeroed in a portion of our Foods brands in another Baking, Cooking and Spreads business (Unilever, 2015).

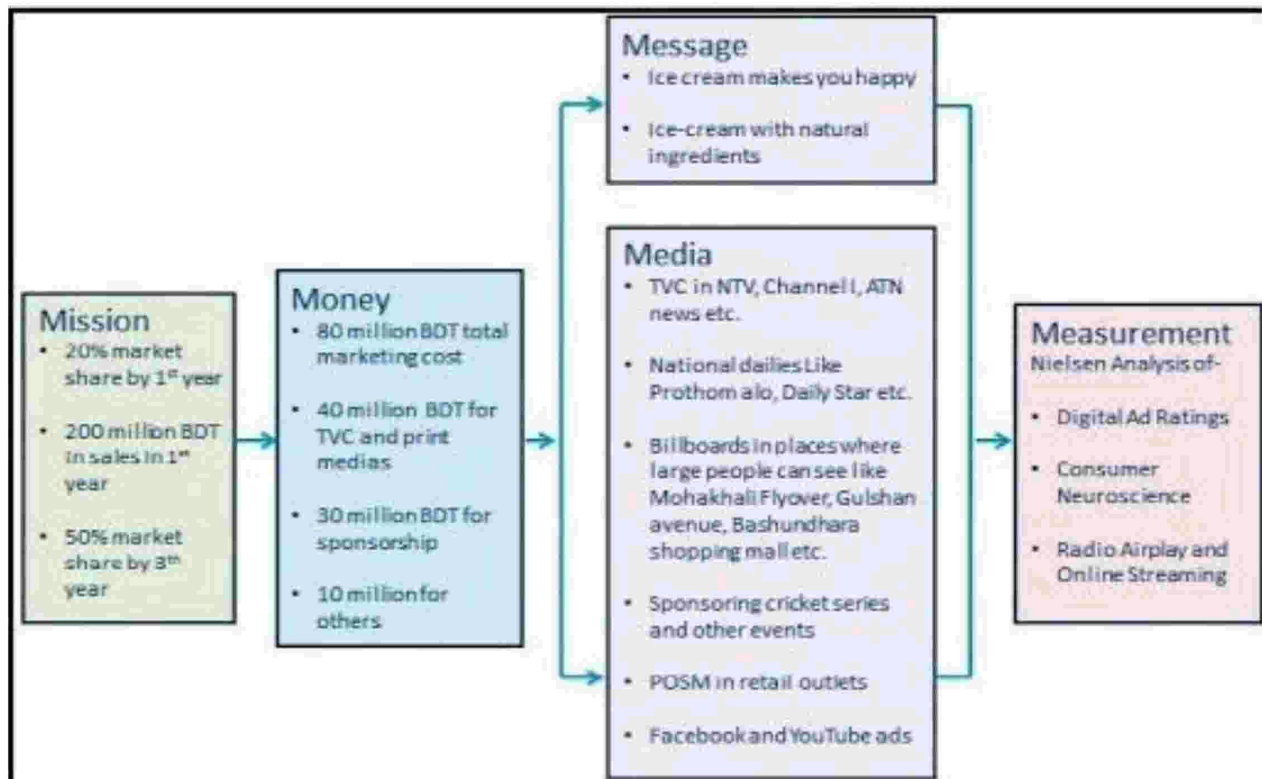


UNILEVER BRANDING STRATEGY

A brand is a name, term, sign, image or plan, or a mix of them, proposed to recognize the merchandise or administrations of one vendor or gathering of dealers and to separate them from the clutter in the market. Unilever is globally notable. This is on the grounds that Unilever keeps up a severe principle and utilization of its logo and different images, designs and so on. All the brands of Unilever have separate marking systems, however, each has a Unilever logo, plan, philosophy and message.

THE 5M OF UNILEVER'S ADVERTISEMENT

The effectiveness of advertisements can be estimated by different techniques like digital ad ratings, consumer neuroscience, radio airplay and online streaming and so on. Showcasing and advancement of Unilever happens on an assortment of mediums, delegates or stages. The conventional mediums incorporate into print, radio, TV, POSM, retailers, merchants and so forth while the online mediums incorporate web based business, web-based media, web index showcasing and so on.



the focal point of unilever is moving from conventional media platforms to modern ones like social media. as more brands and individuals are engaging on social media, it gives a huge opportunity to attract individuals to brands. the primary focal point of unilever is to make an omni-channel communication showcasing the organization where clients can draw in with the organization from any place they need to buy from any place. unilever is engaged with supporting a great deal of corporate social responsibility (csr) which includes sports, imaginative exhibitions, network and social mindfulness raising projects. numerous functions are made by unilever also. by and large various brands of unilever are related to supporting various functions. ordinarily, unilever together advances a function with different organizations as well. all the sponsorship of unilever must match with its feasible improvement plan and basic beliefs (parvin, 2017).

LITERATURE REVIEW

LITERATURE REVIEW

Hindustan Unilever Limited is the Indian arm of the Anglo-Dutch company ± Unilever. Both Unilever and HUL have established themselves well in the FastMoving Consumer Goods (FMCG) category. In India, the company offers manyhouseholds brands like, Dove, Lifebuoy, Lipton, Lux, Pepsodent, Ponds, Rexona,Sunsilk, Surf, Vaseline etc. Some of its efforts were also rewarded when four of HUL brands found place in the µTop 10 brands¶ list for the year 2008 published inThe Economic Times.Unilever was a result of the merger between the Dutch margarine company,Margarine Unie, and the British soap-maker, Lever Brothers, way back in 1930.For 70 years, Unilever was the undisputed market leader but now faces toughcompetition from Proctor & Gamble and Colgate-Palmolive.HUL is also known for its strong distribution network in India. In order to further strengthen its distribution in the rural areas and to empower the local women, HULlaunched a Project Shakti in 2000 in a district in Andhra Pradesh. The idea behindthis project was to create women entrepreneurs and provide them with micro-creditand training in enterprise management, which would enable them to create self-help groups and become direct-to-home distributors of HUL products. TodayProject Shakti is present across 80,000 villages in 15 states and is helping manyunderprivileged women earn their livelihood.As the per-capita income of India is increasing along with the Indian population.So, the future for the FMCG Companies is bright. To analysis the past performance& the future demand of HUL, FMCG products we have considered following points:

- We have a listed the different FMCG product lines of HUL.
- We have done competitors analysis in which the market share of topFMCG companies are analysed & the market share of HULS differentcategories product are analysed with comparison to its competitors
- Then performance analysis is made by taking 10 year financial data from1998-2007. The profit & sales growth is analysed We have done SWOTanalysis to know the threat & opportunities of HUL in present market.
- The future opportunities for FMCG products are taken into consideration byanalyzing the increased per capita income & increased disposable income toforecast the future demand of HUL

OBJECTIVES OF STUDY

OBJECTIVES OF THE STUDY

- The main objective of this project is to find, what are the steps Hindustan Unilever Ltd. is adapting to be market leader and to differentiate itself from its competitors.
- What is the steps company is utilizing to find current trend in the market.
- To study various brands of HUL .
- To study the competitive brands in the market of ,home care products. food brands, personal care products.
- To find the market share of the HUL brands and its competitive brands.
- To determine the key areas of strength and weakness for HUL brands To develop a promotion plan for brand communication of the HUL To study various marketing strategies of HUL.

NEED OF THE STUDY

NEED OF THE STUDY

HUL uses mix of demographics, geographic and psychographic segmententiion variable to address the changing needs of the customer. So what are HUL marketing tactics and how can you use those tactics to help your own busines .

LIMITATION OF THE STUDY

LIMITATION OF THE STUDY

The limitation of study states with the following points:

1. **Quality** : As per quality it is an average quality project with the secondary data because of limitation of time for the project .
2. **Time** : As the time given for project was of 40 days, it was a limited time period for the deep and intact research for the project.
3. **Scope** : As the project was completed through secondary research format, it has a limited scope of information.
4. **Cost** : As for the project there was no funds assigned for the research project, therefore there was no deep study is been done.

HYPOTHESIS

HYPOTHESIS

H0 : HUL USES NUMEROUS APPROACHES TO PROMOTE ITS PRODUCT.

H1 : HUL MAINLY DEPENDS ON ADVERTISING WHERE IT USES NOTABLE CELEBRITIES TO POPULARISE ITS BRAND

RESEARCH METHODOLOGY

RESEARCH DESIGN

- Here, we are using a description form of research design, where we are primarily interested in describing the topic that is the subject of the research
- This method include data collection, analysis and presentation. It help us clearly present the marketing statement in order to allow other to better understand the need for this kind of research.

TECHNIQUE AND DATA COLLECTION

PRIMARY DATA:

It comprises of the data which is collected through the questionnaires filled by the respondent.

SECONDARY DATA:

The secondary data for research have been collected from various sources which include websites, journals, books, articles, and also from the usage of the internet facility.

SOURCE OF DATA:

This project will be based on primary data as well as secondary data which will be collecting through websites, books, journals, and articles and questionnaires

**DATA ANALYSIS
&
INTERPRETATION**

DATA ANALYSIS AND INTERPRETATION

A) Product awareness and its acceptance by the customer :

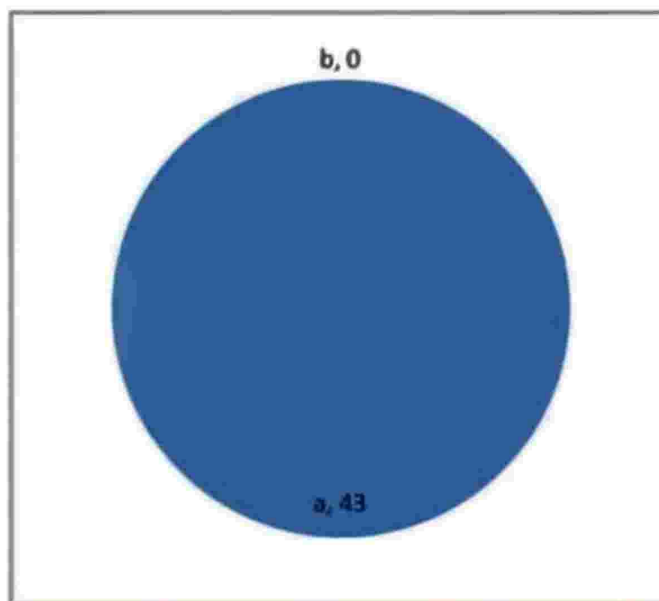
1) Are you aware of the product HUL?

- a) Yes
- b) No

TABLE NO . 1

Options	Respondant
A	43
B	0

FIGURE NO.1



Interpretation : All the people in market know about the product HUL ?

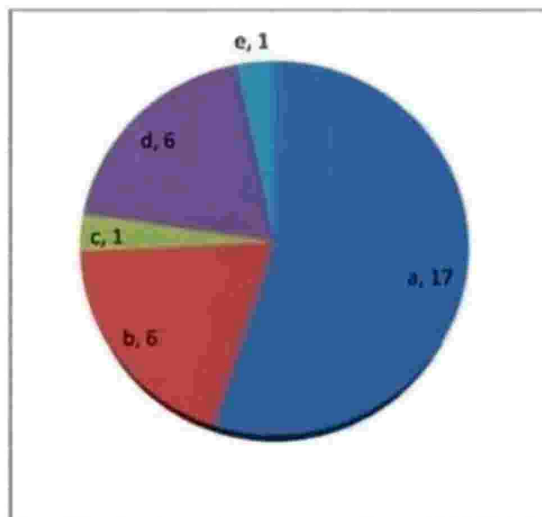
2) How do you get to know about HUL?

- a) Television
- b) Newspaper
- c) Radio
- d) Friends
- e) Other

TABLE NO .2

option	Respondent
A	17
B	6
C	1
D	6
E	1

FIGURE NO. 2



Interpretation : Most of the people came to know about the product through Newspaper, advertisement and through friends. 12 of the respondent haven't answered any of the option .

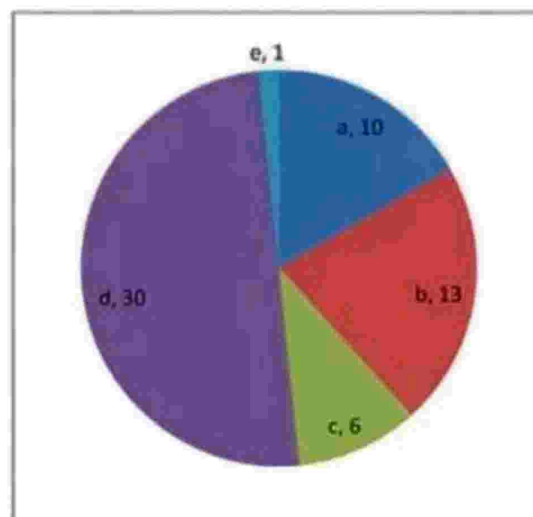
3) What features are you aware of HUL ?

- a) Looks
- b) Price
- c) Capacity
- d) Filtration process
- e) None
- f) other

TABLE NO . 3

Options	Respondents
A	10
B	13
C	6
D	30
E	1

FIGURE NO. 3



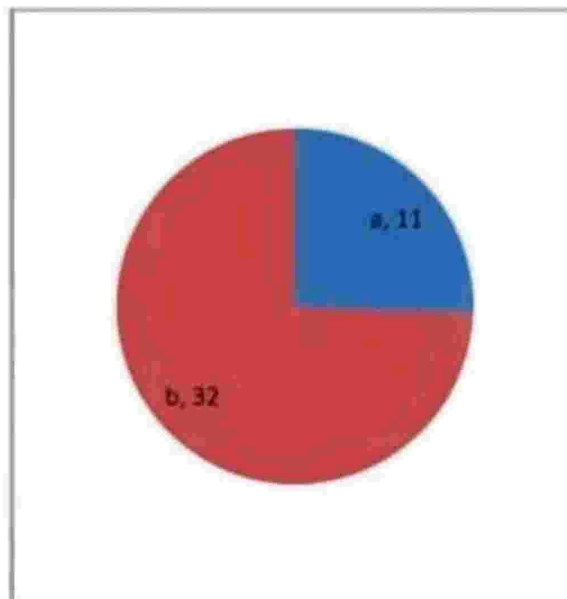
Interpretation : Most of the people are unaware of the feature of the product HUL .Many of the respondent had answered more than one option .

4) Have you ever called for a free demo of HUL ?

- a) Yes
- b) No

TABLE NO .4

Option	Respondent
A	11
B	32

FIGURE NO . 4

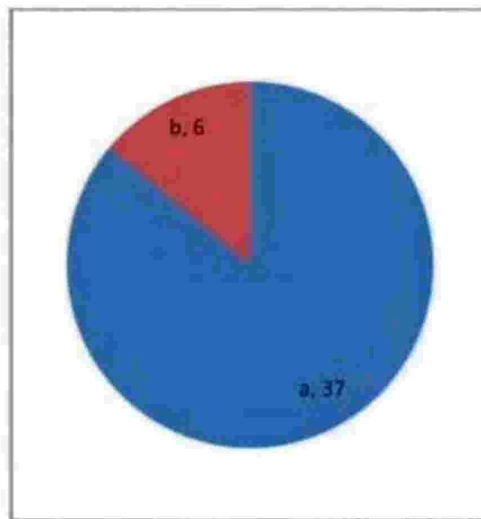
Interpretation : Majority of the people haven't called for a free demo of the HUL.

5) Do know anyone who uses HUL ?

- a) Yes
- b) No

TABLE NO . 5

Options	Respondent
A	37
B	6

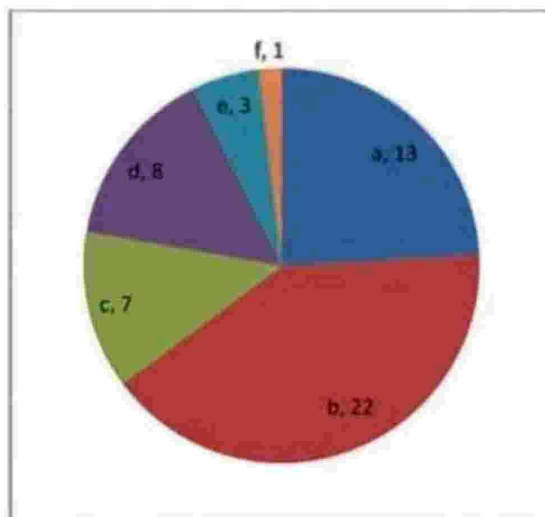
FIGURE NO . 5

Interpretation : Majority of the people are know of those customer who are using HUL ?

6) What are the positive features in HUL from your point of view which are not there in any other manual product ?

- a) model
- b) price
- c) capacity
- d) warranty or guarantee
- e) none
- f) other

TABLE NO . 6



Interpretation : Majority of the people believe that the price factor is best and lowest among all other manual product . Many of the respondent had answered more than one option .

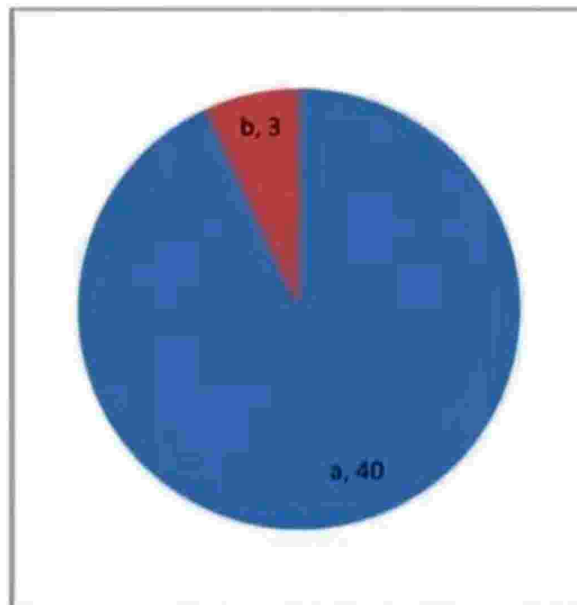
7) Have you heard about safety challenge of HUL ?

- a) Yes
- b) No

TABLE NO . 7

Options	Respondent
A	40
B	3

FIGURE NO . 7



Interpretation : Out of all ,96% of the people heard about the safety challenge of HUL?

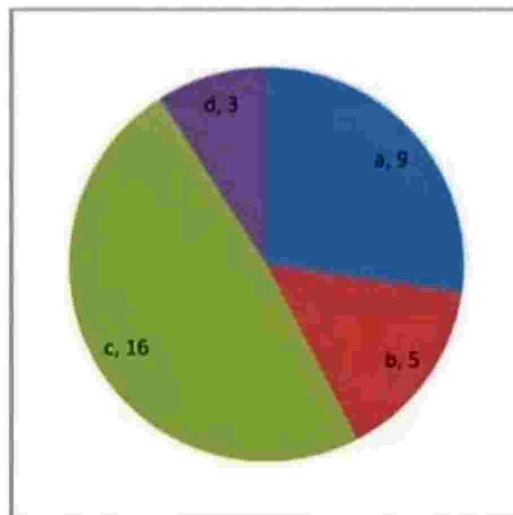
8) What changes should be done by the company for making the product more effective and efficient ?

- a) Technology
- b) Guarantee
- c) Capacity
- d) Other

TABLE NO. 8

Option	Respondent
A	9
B	5
C	16
D	3

FIGURE NO .8



Interpretation : Majority of the people believe that should be some change made in the storage capacity of the HUL . 10 of the respondent haven't answered any of the option .

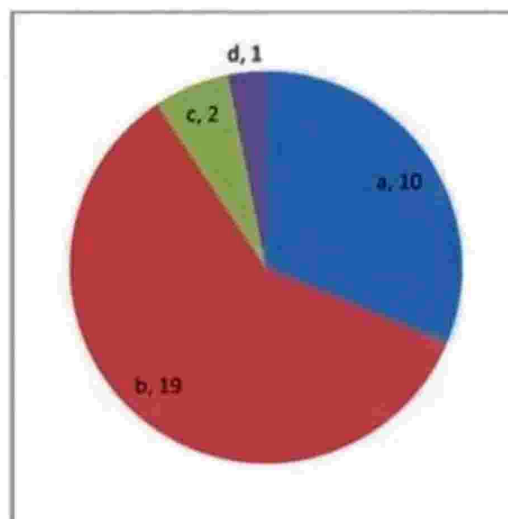
9) What made you buy this product ?

- a) price
- b) safety challenge
- c) assured gift
- d) other

TABLE NO . 9

Option	Respondent
A	10
B	19
C	2
D	1

FIGURE NO . 9



Interpretation : The reason for believing and making to buy for the customer is the safety challenge .11 of the respondent haven't answered any of the option.

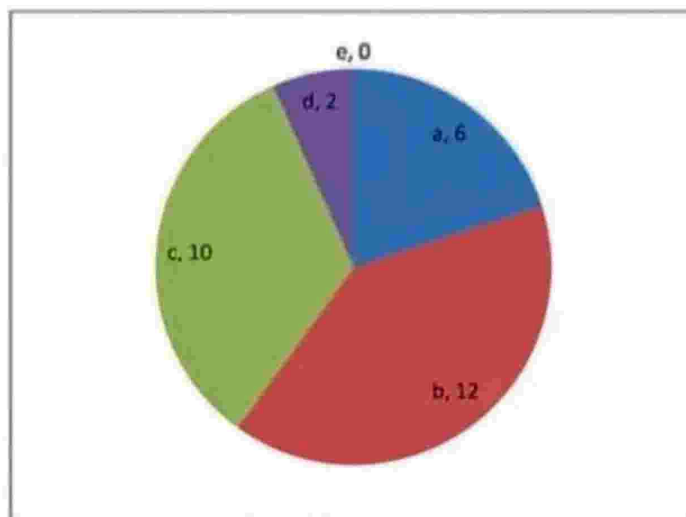
10) What rating will you give it to HUL from 1 to 5 (where 1=excellent , 2=very good , 3=good, 4=satisfactory and 5=poor) and why ?

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

TABLE NO .10

Option	Respondents
A	6
B	12
C	10
D	2
E	0

FIGURE NO . 10



Interpretation : The overall rating given to the product HUL was found to be very good . 13 of the respondents haven't answered any of the options.

FINDING

FINDING

On the basis of research, I came to know that "Hindustan Unilever (HUL)" is the largest Player, FMCG Company in the country and has one of the widest portfolios of products sold via a strong distribution channel. It owns and markets some of the most popular brands in the country across various categories, including soaps, detergents, shampoos, tea, face creams and water purifier.

According to Secondary Data Hindustan Unilever Ltd is a 51 per cent owned subsidiary of the Anglo Dutch giant Unilever, which has been expanding the scope of its operations in India since 1888.

- It is the country's biggest consumer goods company with net sales of US\$ 2.4 billion in 2003.
- The product portfolio of the company includes household and personal care products like soaps, detergents, shampoos, skin care products, colour cosmetics, deodorants and water purifier.
- It is also building a great reputation among the existing manual water purifiers in the market.
- HUL enjoys a formidable distribution network covering over 3,400 distributors and 16 million outlets.
- Its implementing its strategy to grow includes focusing on the power brands' growth through consumer relevant information, cross category extensions, leveraging channel opportunities and increased focus on rural growth.

CONCLUSION

CONCLUSION

Company is having good position in the market and they are offering quality product in the market. Unilever has over the past 5 years been actively involved in setting standards for social and environmental behavior and conduct. It does this in a very systematic way and is in the process of developing procedures to make the developed standard applicable throughout all of its operations.

- They continually developing new and improved products.
- They are sharing innovations and concepts with businesses all around the world.
- HUL is striving to lower the cost of our sourcing, manufacturing and distribution processes while still maintaining, and improving, the quality of our products.
- They support efforts to create a more open competitive environment through the liberalization of international trade.
- They support the fuller implementation of the Single European Market and inclusion.

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- C) <https://www.businessagility.net.au/amp/the-top-5-benefits-of-having-a-marketing-plan>
- D) <https://iide.co/case-studies/hindustan-unilever-marketing-strategy/>
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ANNEXURE

ANNEXURE

1) Are you aware of the product HUL ?

- a) Yes
- b) No

2) How do you get to know about HUL ?

- a) Television
- b) Newspaper
- c) Radio
- d) Friends
- e) other

3) What features are you aware of HUL ?

- a) Looks
- b) Price
- c) Capacity
- d) Filtration process
- e) None
- f) Other,

4) Have you ever called for a free demo of HUL ?

a) Yes

b) No

5) Do you know anyone who uses HUL ?

a) Yes

b) No

6) What are the positive features in Pure-it from your point of view which are not there in any other manual product ?

a) Models

b) Price

c) Capacity

d) Warranty or guarantee

e) None

f) Other

7) Have you heard about safety challenge of HUL ?

a) Yes

b) No