



Marketing a Product- Face wash

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Abstract:

Gloria Face Wash was built on the philosophy of offering superior functional & Ayurvedic benefits at lower price points as compared to other available products in the market. The user and usage imagery associated with Gloria Face Wash point to softness, nourishment, protection, antiseptic and moisturisation benefits, the positive demeanour and outlook it gives are all aspired by the urban youth. To be the leader In the Face Wash market by delivering higher value to the customers by being consumer-centric. To be the clear market leader in the Face Wash category by the end of 2015.

Keywords: 4 P's, Brand, Consumer, Marketing, Product

1. Broad Objectives

The paper set out following Objectives

- To gather practical knowledge about new product.
- To analyzing how to start new product.
- To the same time gathering the practical experiences.
- To present situation about the market.
- To know the product strategies that the organization allows to apply.
- To analysis quality of the product.
- To identify the problem of new product.

2. Theoretical Framework

Product designing and development

- This function is concerned with what to produce and for whom to produce so that the product can be planned, developed and improved.
- The design of the product contributes to making the product attractive to the target customers. A good design can improve performance of a product and also give it a competitive advantage in the market.
- Product designing includes designing the layout of the product, listing its features, unique selling points, its name, product qualities, shape, size, style and deciding the target customers.

Figure 1 The Generic Product Development Process

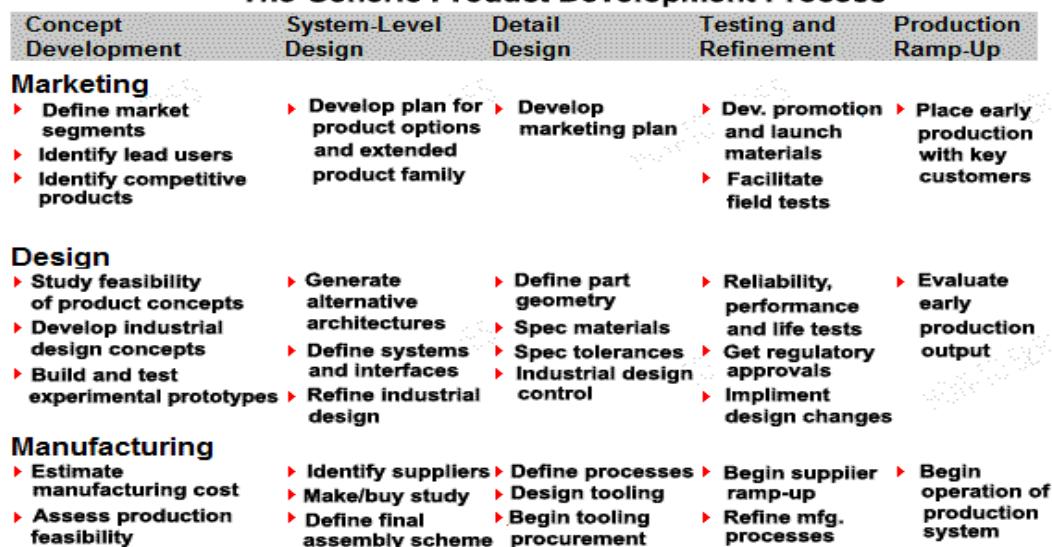
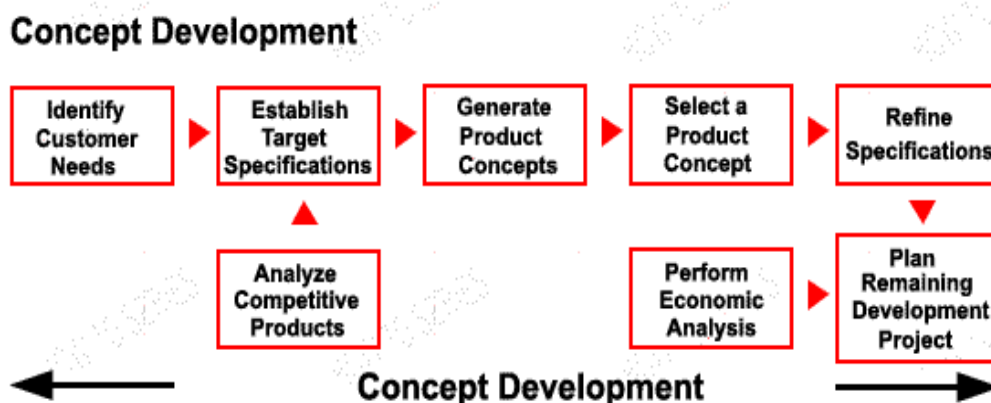


Figure 2



3. Methodology

We did a Benefit Structure Analysis. The details of the surveys conducted are given below.

Phase 1

In phase 1, we surveyed 14 girls to find out which of the beauty products is most frequently used by them. We identified that Face Wash was the most widely used product followed by cleansing lotion, moisturiser and fairness cream. Thereby the most Favourable product was identified as 'Face Wash'.

Phase 2

In phase 2, we talked to 5 retailers (including the one on campus, one supermarket and 3 Kirana stores in Delhi) about the sales of various Face Wash products sold by them. All of them stocked Himalaya, Clean and Clear and Ponds Face Wash. Lakme and Dove were stocked in 3 of the 5 retailers.

Phase 3

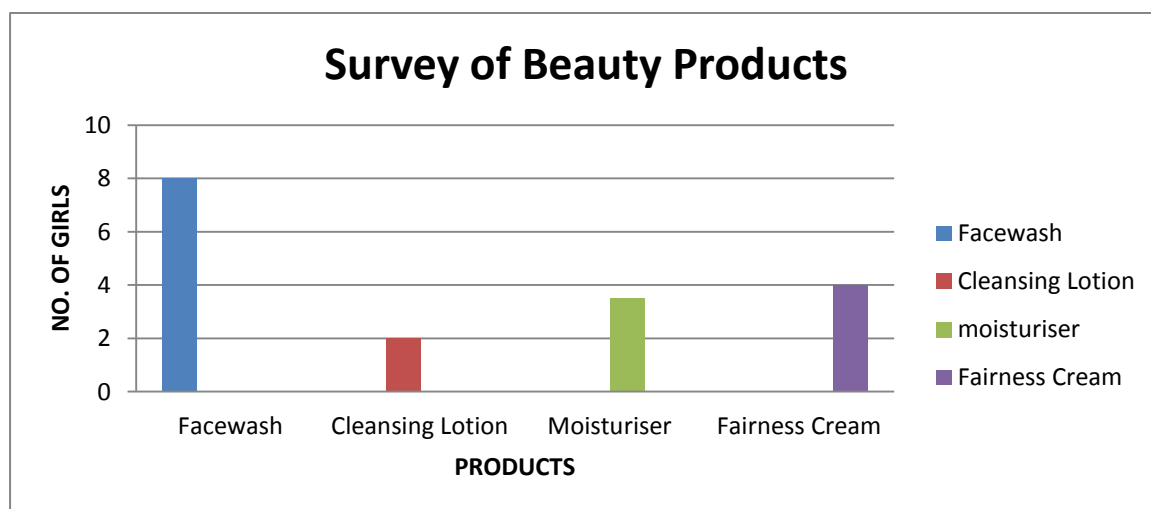
The general consensus among retailers was that the face wash market was crowded with multiple brands; however there were fewer brands in category of oil-free face wash with Ayurvedic benefits category. Thus, we decided to launch a face wash with these functional benefits.

Phase 4

Our Product Gloria Face wash is compared with various competing brands available in the Market, such as Himalaya Neem Face Wash., to conclude that it is a perfect value for money.

3.1 Survey

Following is a survey conducted on 14 girls				
Which of the following product do you use the most?				
Names	Face wash	Cleansing Lotion	Moisturiser	Fairness Cream
Yashika	✓			✓
Neha				✓
Pooja	✓			
Shilpa			✓	
Geetika				✓
Shruti		✓		
Kriti	✓			
Shreya		✓		
Kanika	✓			
Ankita	✓			
priya			✓	✓
Swati	✓			
Ritu	✓			
Riya	✓			



4. Analysis of the Survey

- From the survey we can conclude that face wash is in popular demand as out of 14 girls, 8 girls use face wash the most, as compared to other products like cleansing lotion, moisturizer and fairness cream.
- Therefore, the target consumers in producing a face wash would be young teenage girls.
- After deciding the most favorable product, the next thing is to list the competitive brands prevailing in the market, namely :
 1. Dove Face wash
 2. Ponds Face wash
 3. Himalaya Neem Face wash
 4. Lakme Face wash
 5. Clean And Clear Face wash
- The main competitor was found out as **Himalaya Neem Face Wash**, it was identified as most favoured brand with Ayurvedic benefits.

4.1 The Product

The Target market was identified as young teenagers, after proper research and development process the product was launched as ‘GLORIA FACE WASH’, which stands for glow, radiance and youth.

Even though Gloria face wash was not the first product launched in this category, however, this new product is disruptive innovation in many ways.

- Removes dirt and oil
- Leaves your skin ultra smooth
- Prevents acne and pimples
- Removes blackheads
- Suitable for all Skin types

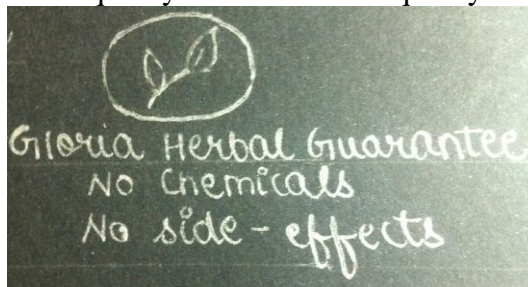
4.2 Other Qualities Includes

A range of oil-free face wash that suit every skin type.

1. Gloria Aloe vera Face wash helps retain the moisture in your skin without making it sticky.
2. Tea tree face wash that prevents pimple and acne.
3. Fairness face wash which lightens the pigmentation of the skin.

4.3 Standardization and Grading Within Our Product

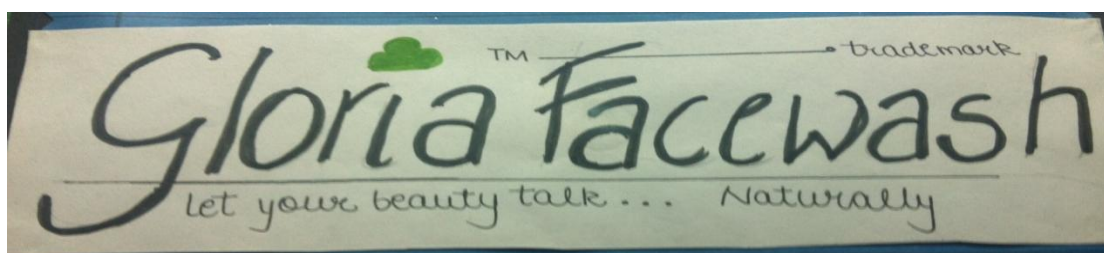
- Gloria face wash comes with a quality assurance and a quality mark



- Gloria Facewashes come in different types:-
 1. Normal
 2. Aloe Vera
 3. Tea Tree
 4. Fruit Extracts

4.4 Branding

- Branding is essentially creating a corporate brand identity for the consumer and getting that brand identity imprinted on the minds of the consumer and this requires brand positioning and brand management.
- Brand is a comprehensive term, it has 2 components:
- Brand Name: That part of the brand which can be spoken. The Brand name of our product is GLORIA FACEWASH.
- Brand Mark: That part of the brand which can be recognized but which is not utter able is called brand mark. The brand mark of Gloria Face wash is the special lettering and color scheme. Its brand name and mark is such that it suggests its benefits and qualities.
- Another important concept when it comes to brands is that of the TRADE MARK.
- Trade Mark: A brand or part of a brand that is given legal protection is called trademark. Gloria Face wash is registered and is legally protected. It has got a 'TM' mark. The protection is given against its use by other firm.



4.5 Packaging

- Packaging consists of all the activities of designing and producing the container or wrapper for a product.
- The immediate cover of GLORIA FACEWASH would be a bio plastic tube.
- Such a tube is biodegradable and can be easily decomposed
- Further the face wash will be stored and transported in cardboard boxes containing 100 such units.
- Packaging serves as an important promotional tool. Every packaged would contain a quality assurance mark which would assure its quality as well as its originality.

4.6 Labeling

The label of Gloria Face wash would contain the following:

- **Name** - GLORIA FACEWASH
- **Tagline** - Let your beauty talk.....naturally
- **Description** – Foaming oil- free face wash
- **Grade/Type** – For all skin types
- **Directions for use** –Apply a small amount on wet palm and work into rich lather. Gently massage onto face, avoiding eye area. Rinse off thoroughly. Use twice a day for a glowing skin.
- **Ingredients** – water, petrolatum , triethanolamine, glycerine, lauric acid, methyl paraben , fragrance etc
- **MRP** – Rs 75 (inclusive of all taxes)
- **Net weight** – 100g
- **Name and address of manufacturer** – **Gloria** Cosmetics. 241 shiv leela estate, chinchpada, vasai(E).

4.7 Pricing

Price may be defined as the amount of money a customer pays to purchase a product or service GLORIA FACEWASH will be available in two convenient packs

Net weight	Price
75 grams	Rs 50
100grams	Rs 75

These are the introductory prices which are subject to change with the popularity of the product. We certainly charge less than our competitors like Dove Face wash which costs Rs 126 for 100 grams.

5. Factors affecting pricing

Price is fixed keeping in mind the following factors.

- New product-since it is a new product and does not have an established brand name, therefore the prices are less
- Product cost – taking into consideration all the operating expenses and keeping considerable a profit margin of Rs 15 ,the price has been fixed
- Penetration pricing – we have kept our prices low so as to capture large market share
- Extent of competition in the market- other competitors like Dove, Ponds etc have an established goodwill. Also there are a wide variety of face washes available in the market. Seeing the intense competition , we have kept our prices low

6. Channel of Distribution for Gloria Face wash

- a) Decision regarding choice of channels of distribution :- Gloria Face wash would be sold through the two-level channel i.e. Manufacturer-Wholesaler-Retailer-Consumer This is done so as to cover a larger market area

b) Physical movement of the product- Gloria Face wash would be produced in the central hub New Delhi and transported to the rest of India.

7. Reasons for choice of Channel

- Following are the reasons for the reasons for a two way channel:
- Unit value of the product- since the unit value is low a two way channel is convenient.
- Geographical concentration of buyers- since buyers are located throughout the country, longer channels are preferred
- Perishability- since face wash is not a perishable commodity it can be sold through longer channels.

8. The initial distribution strategy should consider

8.1 The introduction of smaller packs

- This has to be done in order to get more consumers to try this product and avoid price being the hindrance in doing so.
- This will also help in targeting people who are 'On-the-go' consumers.
- This will help in market development in towns where there is a huge potential
- This will help Gloria in a way similar to that of Fair & Lovely giving out smaller packs (~5 pack). This will enable customers use it and experience the benefit before trying out larger packs.

8.2 A signature fragrance for Vivel

- Will be an added advantage and help in establishing associations. This card is played by Lakme using fruit fragrance which has found a distinct connects with its consumers.

8.3 Translucent Pack

- With opaque packs, it is difficult to determine if the gel/cream is completely used up or not. So the pack can be made translucent to observe the content.

8.4 Promotion

- The tag line is going to be-
"Let your beauty talk naturally"
- The above tag line is chosen because, the target sector, i.e., **women**, who want to look beautiful but they don't want to harm themselves with chemicals. Gloria faces wash uses a natural product like Honey, aloe-vera, fruit extracts etc.
- The promotional plan includes **advertising, personal selling, sales promotion and Social Media marketing.**

8.5 Creating the Buzz

Pre-launch buzz should be created through Face book pages and other social networking forums, Contests and Events in colleges, channels like MTV

9. Advertising

With a right mix of TV, Print and new – age media should be employed. A 60:30:10 respectively should be given for effective reach to the target audience. It should also communicate that instead of using multiple products for different requirements, Gloria Face wash is a single solution, thus reducing the clutter. The Functional benefits can be communicated through a youth icon with a chubby face (Actors Imran Khan, Shahid Kapur or Mahesh Babu). This jells in well with the user and usage imagery of Brand Gloria.

10. Other Measures Includes

- We propose to start with a print ad in Hindi and English daily newspapers.
- Contacting Google Ad Sense for advertisements in apps and on the net.

- When capital is available, launching an AV ad.

10.1 Social Media Marketing

- These days, market is easily influenced by what is buzzing on the social media. Keeping that in mind, Gloria Face wash will have active presence on social platforms.
- Rich Media Sharing - Flickr, You Tube, Vimeo, Photo Bucket, Picasa, Phlook, Todou.
- Blogs-Blogger/Wordpress/Tumblr/ Posterous
- Social Networks - Facebook, LinkedIn, Ning, CyWorld
- Micro Blogging - Twitter, Plurk, Yammer
- Aggregators - Digg, StumbleUpon
- Online Forums - HardwareZone (HWZ), Comsenz Mobile: Four Square, Gowalla

10.2 Sales Promotion

- Consumers already have a face wash they prefer. So to make them use our product once, we will be using sales promotion techniques.
- **Providing free sample** with a leading women magazine. Also we will give Gloria Facewash **free with Pantene Shampoos**. At the same time the Rs 75 variant will have extra 10 grams absolutely **FREE**.

10.3 Personal Selling

- Personal Selling is a form of promotion in which salesman go door to door selling the product. This is a more personal way of sales interaction and also direct feedback can be taken.
- We will employ able salespeople who will be able to convince the consumers to buy the product.

11. Storage & Transportation

11.1 Storage

- Warehouses perform the function of storing the goods till they are actually sold in the market.
- Since face wash is not a seasonal product, warehousing is not required, permanently.
- We will store our product in public warehouses, since we don't want there to be delays in case the goods get unprecedented demand.

11.2 . Transportation

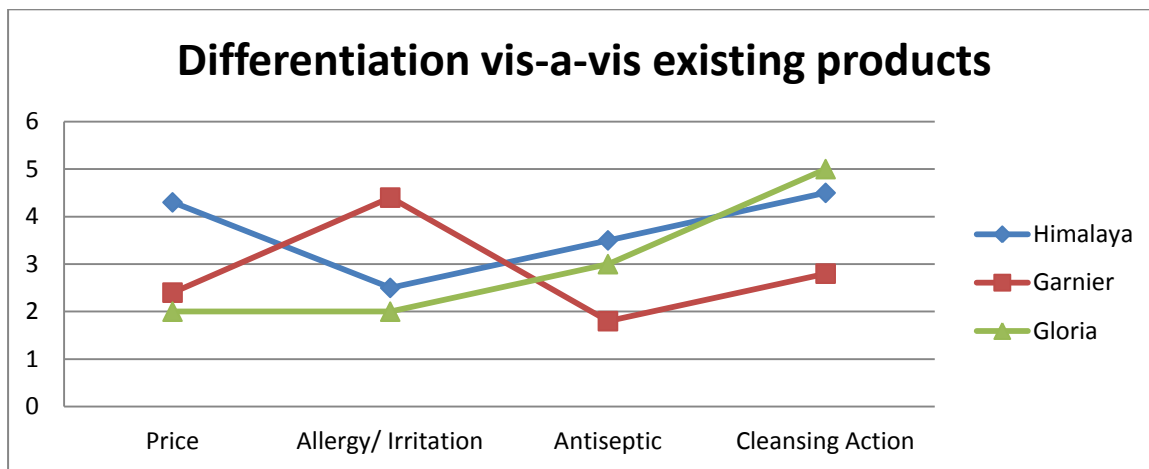
- Transportation involves movement of goods from place of production to place of consumption.
- Since the users of face wash are scattered we propose to set up our first factory in Okhla Industrial Area, Delhi and transport the product wherever its demanded.
- Roadways and railways will be used for this.

11.3 Customer Support Services

- Customer support services such as after sales services, handling complaints and customer information aim at maximizing customer satisfaction.
- Gloria face wash will develop its customer care cell to handle complaints, queries and share beauty secrets. We'll have another consumer cell called "Speak for you" which will carry the suggestions of people who have used our product.
- To know truth, myths, beauty secrets on beauty care visit us at <http://www.gogloria.com> or write e-mail at: Gloria@herbalfacewash.com. Join the community at [fb.com/Gloria](https://www.facebook.com/Gloria).

12. Conclusion

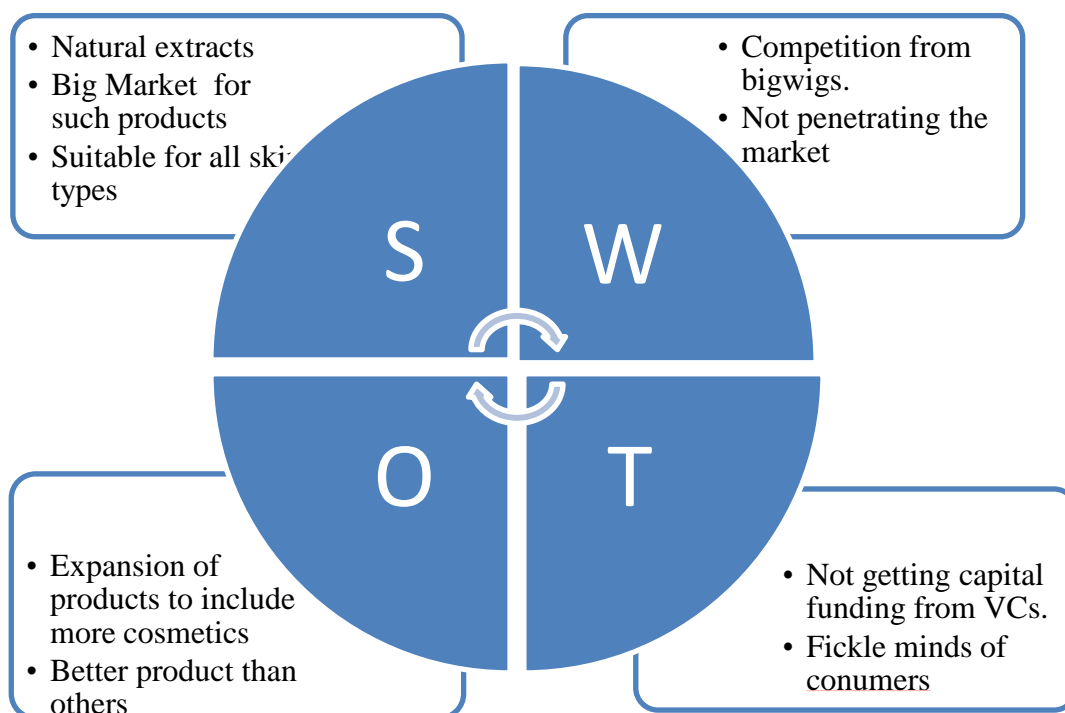
Differentiating Gloria Face Wash with respect to Other Competing Brands Available in the Market



The above chart shows the differentiation vis-à-vis Gloria Face wash and other brands. From the above chart, we can see that the curve for our product is on the higher side for benefits such as cleansing action and Antiseptic benefits, while lower on the side for allergy and price. This makes our Product perfect Value for Money as compared to our competing brands.

13. SWOT Analysis

Strength, Weaknesses, Opportunities and Threats (SWOT). This Involves monitoring the external and internal marketing environment.



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