

Stp analysis of unilever



**ASSIGN
BUSTER**

Introduction

Unilever is a British–Dutch multinational consumer goods company. Its products include foods, beverages, cleaning agents and personal care products.

It is the world's third-largest consumer goods company measured by 2011 revenues (after Proctor ; Gamble and Nestle) . Unilever is a dual-listed company consisting of Unilever N. V. in Rotterdam, Netherlands and Unilever PLC in London, United Kingdom. Both Unilever companies have the same directors and they operate as a single business. The current non-executive Chairman of Unilever N. V. and PLC is Michael Treschow while Paul Polman is Group Chief Executive. Unilever brands are trusted everywhere and, by listening to the people who buy them, they are grown into one of the world's most successful consumer goods companies.

In fact, 150 million times a day, someone somewhere chooses a Unilever product. At Unilever there is aim to help people in their daily lives. So they keep developing new products, improving tried and tested brands and promoting better, more efficient ways of working. They have a portfolio of brands that are popular across the globe - as they'll as regional products and local varieties of famous-name goods. This diversity comes from two of their key strengths: * Strong roots in local markets and first-hand knowledge of the local culture. * World-class business expertise applied internationally to serve consumers everywhere.

Focusing on performance and productivity, they encourage their people to develop new ideas and put fresh approaches into practice. Hand in hand with

this is a strong sense of responsibility to the communities they serve. They don't only measure success in financial terms; how they achieve results is important too. They work hard to conduct their business with integrity - respecting their employees, their consumers and the environment around them. Unilever is one of the world's leading suppliers of fast-moving consumer goods.

Mission & Vision

In the last five years, they have built of their business by focusing on their brands, streamlining how they work, and improving their insight into the evolving needs and tastes of consumers. Now they are taking the next step in simplification - by aligning their selves around a clear common mission. Their vitality mission will focus their brands on meeting consumer needs arising from the biggest issues around the world today - ageing populations, urbanization, changing diets and lifestyles.

They see growing consumer need for:

- a healthy lifestyle
- more variety, quality, taste and enjoyment time, as an increasingly precious commodity
- Helping people to feel good, look good and get more out of life will enable them to meet these needs and expand their business.

Their pillars of their vision set out the long term direction for the company - where they want to go and how they are going to get there:

- They work to create a better future every day

- They help people feel good, look good and get more out of life with brands and services that are good for them and good for others.
- They will inspire people to take small everyday actions that can add up to a big difference for the world.
- They will develop new ways of doing business that will allow us to double the size of their company while reducing their environmental impact.

They've always believed in the power of their brands to improve the quality of people's lives and in doing the right thing. As their business grows, so do their responsibilities. They recognize that global challenges such as climate change concern us all. Considering the wider impact of their actions is embedded in their values and is a fundamental part of who they are.

Market Segmentation, Target Market and Positioning

Sunsilk is a hair care brand, primarily aimed at women, produced by the Unilever group, which is now considered the world's leading company in hair conditioning and the second largest in shampoo. Sunsilk is Unilever's leading hair care brand, and ranks as one of the Anglo-Dutch conglomerate's "7 billion dollar brands". Sunsilk shampoos, conditioners and other hair care products are sold in 69 countries worldwide. Sunsilk is sold under a variety of different names in markets around the world including Elidor, Seda and Sedal. The brand is strongest in Asia, Latin America and the Middle East.

Market Segmentation

Market segmentation is defined as dividing a single market into smaller segments. The basic reason for dividing the market into small segments is to make it simple to address the needs of smaller groups of customers and try

to manufacture different products according to their consuming habits. Particularly it is done according to the people have similar characteristics. It can be done on the basis of age, gender, lifestyle, region, etc. who have similar characteristics. It can be done on the basis of age, gender, lifestyle, region, etc.

Demographic Segmentation

Female Sunsilk has been, since its introduction seen as a shampoo for women. Sunsilk as a brand symbolizes hair and care. The Sunsilk ads has hosted a bevy of stars such as from Madonna, Shakira, Marilyn Monroe, Marian Rivera and bollywood film actress and miss world Priyanka chpora star all endorsing the goodness of sunsilk over generations. Priyanka Chopra is the ambassador for Sunsilk in India brand.

Geographic Segmentation

Urban and Sub urban – Upper middle and middle class people Sunsilk is leading shampoo of Bangladesh.

So they segmented sunsilk in rural or urban areas of Bangladesh so that all urban or sub urban upper class and middle class people of Bangladesh can use sunsilk.

Income segmentation

Middle income group One of the essential characteristic of an FMCG product is an affordable price which is very important for its fast sales. It's the meeting point of demand for a product and its price that decide whether the product will sell or not. And the demand for a product is highly dependent on

the income of the customer. sunsilk is not very costly shampoo. Sunsilk have minipack. this is for village people.

Therefore its target market starts from the middle income group.

Age Segmentation

16-45 years Sunsilk is seen to mainly attract customers that fall within the age group of 16 to 45. In order to cater them, Sunsilk comes up with new and interesting variants. One of the latest entrants of sunsilk Sunsilk Bouncy Curl : Shampoo, Ntheirishing Conditioner, Curl Defending Mousse Straight & Sleek : Shampoo, Ntheirishing Conditioner, Leave-on. Targeted at the youth. Another example is the Sunsilk Bouncy Curl: Shampoo, Ntheirishing Conditioner, Curl Defending Mousse which was a novel idea.

Target Marketing

Concentrated Marketing

Sunsilk target is female customers. They always attract women's towards their products. They analysis woman's expectations, needs. And they always try to solve those need and expectations. Sunsilk always use world famous actress in their promotional adds. so SUNSILK Make Over Program by famous Hair Stylist Mr. HABIB in their promotional . SCOB (Sunsilk Circle of Beauty) SCOB is the activation umbrella of Sunsilk which will be carried over throughout the years. The first SCOB activation is Sunsilk Beauty Camp in Bali (2005) where 100 of girls are gathered. Together to join the camp that woman's can feel like a star and buy their products Activation is Sunsilk Beauty Camp in Bali (2005) where 100 of girls are gathered to join.

Core to the success of the brand has been its ability to relate to the contemporary Indian woman as a beauty & hair care expert. Sunsilk is targeting young women across the world, giving them the opportunity to share with each other their own life stories fitting the Life Can't Wait theme – of how they have thrown caution to the wind and taken a chance which resulted in a life changing experience. The US they are first to launch Life Can't Wait, and have hosted an event where girls with great hair shared their life can't wait stories. Girls from the USA voted for their winner, a DJ from California named Tatiana.

Positioning

It was positioned as a hair care brand in Bangladesh has since used successful film actors of the time such as, Priyanka Chopra and in India. Sunsilk's secret of longevity has been its consistent evolution—be it the bottle, packaging or new variants, the brand has banked on innovation to keep its youthful image intact. What has not changed is the consistency in its communication and its positioning. Its tag lines—if it's good enough for a film star, then it's good for you too to Play with beauty—have conveyed the same message over the years. It taps into an emotion very close to humanity's basic need—social interaction. The brand has always hired celebrities when they have reached a certain height rather than using them at the start of their careers. This has helped the customers to relate to their idols on screen.

Customization

- It was the 1st brand to introduce a curl control shampoo.
- 1st Anti- dandruff shampoo in India.

- First 2-in-1 with an inbuilt conditioner and black shine shampoo for long hair.
- Natural ingredients such as curd, amla, henna, lemon, watermelon extracts, helps to restore natural moisture.

Sunsilk created a good position in buyers mind, by promotion, packaging and price. Sunsilk is always promoting their product in a different way. And improve their product in affordable price with high branding. Sunsilk is the leading shampoo in Bangladesh. Sunsilk is the largest hair care brand in the country.

In fact Sunsilk in Bangladesh has the highest market share in Unilever world. This strong association with consumers has led to Sunsilk becoming one of the most trusted & respected brands in the country. Amidst strong competition from all hair care Sunsilk has retained its leadership through strong differentiation and consistently sharp positioning on take care of hair.. No shampoo brand could claim to be more inspirational for the Bangladeshi consumers than sunsilk. -. For last one decade sunsilk has continuously grown its market share with continuous new news through innovation and communication..

The major growth driver for Sunsilk has been the superior products with nationwide distribution covering all price segments and world class communication around the core proposition of hair care.

Advertisement Analysis

Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. Ads can be a cost effective way to disseminate messages, whether to build a brand preference

or to educate people. Sunsilk is always use biggest stars of their time. If a movie star use a product then it is good enough for customers to be a user of that product.

Because every common girl wants be look like her favorite actress. When she looks at TV or newspaper her idol is using Sunsilk then she will start to use it. Sunsilk target is make a feeling in all common girls that she could be look like those superstars.

Time line of Sunsilk:

- 1954 – Sunsilk first launched in the UK.
- 1955 – First advertisement of Sunsilk appeared on TV.
- 1964 – Launch of Sunsilk hair spray.
- 1968 – Sunsilk shampoo re-packaged in PVC bottles.
- 1971 – Launch of Sunsilk conditioner.
- 1975 – Sunsilk became the biggest name in hair care.
- 2003 – Sunsilk glossy magazine launched in Argentina. 2008 – Social networkingsite Gang of Girls was introduced in India.

First advertising

Sunsilk began advertising in 1955 with a campaign that focused on specific hair " issues". In the UK, the campaign focused on shiny hair. During the 1960s, a television commercial of Sunsilk featured a tune composed by John Barry, " The girl with the sun in her hair", which proved so popular that it was subsequently released as a pop single. Sunsilk radio commercials they're aired in 1969 featuring Derek Nimmo to support the new Sunsilk Herb shampoo for problem hair called " Hairy Tales".

In the early 1970s, Sunsilk was advertised with the slogan “ All you need is Sunsilk”. Sunsilk campaigns have wooed millions of people over the decades. Popularly known as the good shampoo of film stars. With top movie and TV stars both in Bangladesh and India having endorsed the goodness Sunsilk of over generations, it was natural that the brand has built equity as the best beauty soap in Bangladesh and all over the world. In add 2 they can see the hair expert Jamal Hammadi create the new sunsilk black shine shampoo. It’s mainly for shining hair.

Shine will increase day 1 to 3. priyanka chopra is the brand ambassador of sunsilk. she tells every girls want shiny hair even she. From 2009 Sunsilk started working with a number of professional hair " experts" to develop new and improved products. Each hair “ issue" variant links to an " expert” with the relevant specialist hair knowledge. For example, Dr Francesca Fusco, a New York dermatologist, co-created a “ hair fall” variant for the brand. The lineup also includes: Jamal Hammadi for Black Shine, Rita Hazan for Vibrant Coltheir, and Teddy Charles for Plumped up Volume, Thomas Taw for DamageReconstruction, Ouidad for Defined Curls and Yuko Yamashita - inventor of Japanese hair straightening process 'YUKO' - for Perfect Straight.

Competitor Analysis

Head & Shoulders

SUNSILK is not the leader in the market. There are several other competing products. Among those head and shoulders is considered to be the competitor who provides neck to neck competition. The tussle between the big two P&G and UNILIVER has been causing ripples in the industry since the launch of its SUNSILK versus HEAD AND SHOULDER.

Since its launch, HEAD AND SHOULDER has been under pressure due to the aggressive and powerful advertisement and pricing strategy of SUNSILK. However HEAD AND SHOULDER, did not lag behind and adopted various strategies to reach today's competitive position with SUNSILK. In spite of having similar segmentation and target market, both the products are positioned very differently in consumer's minds. Although both are hair care, they promise different benefits.

Sunsilk shampoo will be using gender and age as the basis for segmentation. This segmentation is Demographic segmentation. Market segment of female of age 16-40 and above. Their main target market is females between the age group 16-40. But in their promotional activities, they cover the whole market. These segments are the best to make accurate promotional strategies to earn the market interest. In the time when every young adult want to give him a new looks Sun silk offers family size bottle in 165rps. Change packing and size to attract new customers. Sun silk came with the idea to grab the market and to be superior in the market. Sun silk can targeting the lower class, which have lower income.

Its innovative campaigns and pervasive ways of promotion made the consumers well aware about Sun silk. For head and shoulders it is based upon life style as well as customer Preference despite of their demography or geography. The core segments are Black hair, Anti-dandruff, Smooth hair. The target market for Head & Shoulders are the Higher middle class people who are brand conscious, early adoptors and who care about the overall health of their hair. Head and shoulders differentiate itself from other

anti dandruff shampoos by the means of introduction of new element ZPT formula.

Offers family size bottle in 220rps so that is the reason it is a hot product in brand conscious people. Head and shoulder successfully established itself as a strong brand Head & shoulders targeting mainly high and middle class people. Belonging to P&G give Head & Shoulders and esteem in consumers mind. Head & shoulders are targeting mainly high and middle class people. Belonging to P&G give Head & Shoulders and esteem in consumers mind.

Taaza Tea

Geographically they can segment their market into smaller group like region, country size, density of area and climate. Firstly their main target is positioning in the minds of their target consumer. They are planning to bottle their product for Indian market so they can save time by this ready to drink system. Taaza geographic segmentation is urban and sub urban people of India.

Demographical Segmentation: Demographically their main target is the 18-35 age old people. There is no gender based specification but they decide to classify it age and class based; their green tea is healthy for all gender people.

At a reasonable price any income people can buy their product.

- Gender : Male , Female
- Family size : 1-2, 3-4, 5 Above
- Family life cycle: Married & Unmarried
- Income : 10000 above
- Occupation: White collar & service workers

- Education: School, college & University
- Religion : All
- Nationality: Indi

Their product Taaza Green Tea is a product which can be easily consumed by all social class people. People from different life style and personality characteristics their green tea will give them relaxed and pleased mind with a healthy life.

They will assure to their target customer about their products benefit sought, brand loyalty, product usage rate and readiness-to-buy stage. By this consumers attitude towards their product will become positive and they will try their product. Target Marketing Market segmentation reveals their firm's market segment opportunity. Their firm now must evaluate the various segments and decide how many and which segment it can serve best. They now look at how their company evaluate and select target segments. After evaluating different segment their company must now decide which and how many segment it will target.

Because buyers have unique need and wants, a seller could potentially view buyer as a separate target market. For their green tea they divided their product for different class. They want to use a differentiated marketing strategy and their company decides to target several market and designs separate offers for each. The company decided to produce separate types of green tea based on age, family, life-cycle, social class and lifestyle. Their company tries to know what kind or types of people want what kind of product. They want to evaluate the best or some of best types and then produce their different types of product.

First time they produce the product for examine their segment and then if it is want they can change their product types. Positioning is very important for their company because it is a new product and this is not common in their country. So positioning is very much important here if they can make a better position here so they can achieve their goal as soon as possible.

Positioning Strategy: This is their new product and it is not familiar in their country so firstly they decide to use MORE FOR LESS positioning strategy.

They give more benefit than the other competitors but their price is low because they want to attract the consumer about their product. It is first time for this product for this it offer this strategy but after establishing it can change its strategy. They cannot continue this strategy because it can make a loss for the company for this they will charge more prices or give less benefit after 1 or 2 years. Developing a Positioning Statement: To young, old, active, all class people who have to use tea regularly; TAAZA GREEN TEA is the tea that gives you more energy, strong nests, pother than any other brand because it has high level of quality.

Market research analysis is the systematic process of collecting, recording and analyzing fact about customer competition and market characteristics in relation to a particular product brand periodically. Market research analysis is a multifaceted tool, it can help create a current business analysis, make improvement on product or service, exploit latent demand market before competition those, it can help in analyzing the various segmentation of the market.

When Unilever makers of Taaza Yellow label Tea, introduced their Taaza brands new campaign you observe it now has on the pack a literature saying

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100% Natural Tea. This new campaign which the customers are now eccentric about, the green branding philosophy, economically it only market research analysis that can reveal where the traffic are heading towards. No longer than other Tea makers in the market have jumped to join the newly embraced idea. Fig: Taaza Thanda Add Taaza is the world's best-known and biggest-selling branded tea, and one of the major icons in Unilever's global foods portfolio.

Beneath its genteel exterior lies a surprisingly potheyrful product. It is the company's food and beverage brand with sales of around a year. Founder Thomas Taaza was the son of a humble shopkeeper who transformed himself into a grocery millionaire before he was 30, establishing tea plantations and food factories worldwide. Over a century later, Taaza is far and away the world's best-selling tea, a household name in more than 110 territories worldwide. Unilever's regional tea brands include PG Tips and Brooke Bond in the UK, Red Label in India, and Bushels in Australia.

The company also produces ready-to-drink Taaza Iced Tea, mainly through a global partnership with PepsiCo /Unilever Partnership. Competitor Analysis Taj Mahal Tea Born: 1966 Brand: Brooke Bond Taj Mahal Tea Company: HLL Agency: O; M Brand Count: 101 Fig: Saif Ali Khan Taj Mahal Add since 2006 Taj Mahal's first brand ambassador, Ustaad Zakir Hussain, is a symbol of excellence in the field of music. Through his rigor, perfection and talent exemplifies the greatness of Taj Mahal.

The brand's current ambassador, Saif Ali Khan, with his sophistication, modernity and refinement compliments the world of Taj Mahal. Since 2006, Saif Ali Khan is the brand ambassador. Tajmahal tea was positioned by HLL

as the best tea. This " hazaron me ek" tea was promoted using the baseline " Wah Taj" and endorsed by the table maestro Ustad Zakeer Hussein. The brand was consistent in using the same promotional strategy and the baseline. But in 2003 the much popular baseline was changed to " Sabse Khas Taj Ehsas" from the famous and simple " Wah Taj". 006 saw the brand going back to the same famous positioning " Wah Wah Taj" with an additional " Wah".

Key facts

- Taj Mahal was launched in 1966 by Brooke Bond.
- Ustad Zakir Hussain, the table maestro was the brands ambassador for over a decade, exemplifying both discernment as they'll as the pursuit of excellence.
- Taj Mahal is the most premium brand of tea in the Indian market.
- It was the first brand to launch tea bags and is the only tea brand in India to be sold in Vacuum sealed packs. * Since 2006, Saif Ali Khan is the brand ambassador.

Fair & Lovely

The segmentation of the fairness cream space can be achieved using the traditional variables of age, income and gender. These demographic variables give a crude description of the segmentation space. To delve deeper, they propose to use behavitheiral variables such as main benefits of product sought, behavitheirs, personalities and lifestyles. The demographic segment that Fair & Lovely targets can be summarized as follows: Income segmentation: Middle Class and Upper class Age segmentation: 17 - 30 years

For women Fair & Lovely and Menz Active for Men Due to paucity of research data, the behavioural framework they propose is one the team came across. The behavioural segmentation is as follows:- Main Benefits Sought, Brand, Affordability, Skin Suitability, All purpose skin cream, Special ingredients and results Behavioural Characteristics, High end brand users, Heavy users, and Easy availability of product Information seeking Lifestyle Characteristics, Image conscious, Value oriented, Perfectionist, Analytical Target Marketing:

Target Products of Fair & Lovely, Perfect Radiance, Fair & Lovely Oil Control, Fair & Lovely basic product, Fair & Lovely Multivitamin, Ayurvedic The Vanity Buyer, being more brand-conscious, prefers the high-end fairness products. Also, Fair & Lovely does not cater deeply to the Price Sensitive Buyers. The brand actively targets the Finicky, Lazy and Inquiring customers. In the demographic variables, the brand targets the Rs. 3-7 Lakh income and 17-30 years age group most aggressively. Positioning: Fair & Lovely is an iconic product in the Hindustan Unilever table.

Since its launch in 1976, it has evolved into a brand in three very distinct phases each characterized by different positioning strategies. Although the product is a fairness product and is relatively limited in scope of positioning, the nuances in market positioning clearly indicate the changing thinking of the customer and Fair & Lovely's strategy of closely tracking this thinking. The first phase which began with the brand's introduction in India rested on the basic premise that women desired fairer skin to appeal to men and improve their matrimonial prospects.

It delivered an 8-theyek fairness promise which was a strategy aimed at penetrating faster into the hitherto untapped commercial fairness market. The value proposition during this phase therefore clearly focuses on this matrimonial point and could be summarized as ‘ Use this cream to get fairer and appeal to the man of their life. ’ The second phase centered more on the younger confident and mature college-going woman who wished for advanced methods for skin care and fairness over traditional techniques like haldi, kesar, etc.

The final phase in the brand’s positioning evolution focused more on the psyche of the female customer. It appealed to the modern women who wished for fairness not for marriage, but for success and a personal achievement sense. It thus understood that the modern day woman would fund her own purchase, with the growing working woman population. The idea of the third stage which continues till date, builds on the principal that using Fair & Lovely leads to fairness, which in turn leads to confidence. This confidence is responsible for personal and professional success leading up to a contented Indian woman.

Fair and Lovely shows in their commercial adds how a simple girl became famous. In add 1 in India (often referred to as the Air Hostess advertisement) “ shotheyd a young, dark-skinned girl’s father lamenting he had no son to provide for him, as his daughter’s salary was not high enough – the suggestion being that she could not get a better job or get married because of her dark skin. The girl then uses the cream [Fair & Lovely], becomes fairer, and gets a better-paid job as an air hostess – and makes her father happy”.

In a Fair & Lovely advertisement aired in Malaysia, a train attendant fails to catch the attention of her love interest, a businessman who buys a ticket from her every day, until she appears one day with fairer skin as a result of using Fair & Lovely. Unilever has followed a similar advertising strategy for Fair & Lovely in all the countries where it is sold. Advertising is a major element of its marketing mix, although the exact amount spent on advertising is a proprietary secret.

It is reported that Unilever spent \$7 million on advertising Fair & Lovely in Bangladesh, a much smaller market than India. It was among the most advertised brands during the World Cup in 2002. Fair & Lovely's heavily aired television commercials typically contain the message of a depressed woman with few prospects that gains a brighter future by either attaining a boyfriend/husband or a job after becoming markedly fairer, which is emphasized in the advertisements with a silhouette of her face lined up dark to light. It is interesting to note that in the print and TV advertisements, as the woman becomes 'whiter' she also becomes noticeably happier! (Some recent TV advertisements can be seen on their site YouTube.) Such advertisements have attracted much public criticism, especially from women's groups, in many countries from India to Malaysia to Egypt. Brinda Karat, General Secretary of the All India Democratic Women's Congress (AIDWC), calls the Fair & Lovely advertising campaign "Highly racist" (BBC News, 2003).

The Air Hostess "advertisement is demeaning to women and it should be off the air." Karat calls the advertisement "discriminatory on the basis of the color of skin," and "an affront to a woman's dignity" (Leistikow, 2003). The

AIDWC campaign culminated in the Indian government banning two Fair & Lovely advertisements, including the notorious Air Hostess advertisement, in 2003. RavShankar Prasad, India's Information and Broadcasting Minister said " I will not allow repellent advertisements such as this to be aired" (Luce and Merchant, 2003). Fair & Lovely cannot be supported because the advertising is meaning to women and the women's movement," the minister said (Doctorand Narayanswamy, 2003). The ban solely applied to two specific commercials in India. Hotheyver, Fair & Lovely continues to run other advertisements with similar messages in India with little apparent change. " They want stricter controls over these kinds of ads," says Senator Jaya Partiban, President of the national women's wing of the Malaysian Indian Congress (Prystay, 2002). Those [Unilever] ads are incredible," says Malaysian social activist Cynthia Gabriel. " Whitening creams are capitalizing on a market that's quite racist and biased toward people who are lighter" (Prystay, 2002). Unilever insists it never meant to convey a message that could be interpreted to have racial undertones. In add 2 a simple middle class girl who used to commentary in her area cricket match, one day her elder sister gave her a fair and lovely. In a month she got fairness in her face and she got a chance to do commentary in a national match.

Unilever's Response Unilever has countered the criticism it has received for its Fair & Lovely advertisements by saying that complexion is one of the Asian standards of beauty and that it is a dimension of personal grooming: " A they'll-groomed person usually has an advantage in life" (Islam et al, 2006). Arun Adhikari, executive director for personal products at HLL, suggests that the company has not done anything wrong, "...historically Fair

& Lovely's thoroughly researched advertising depicted a ' before and after effect.

The current commercials show a negative and positive situation. They are not glorifying the negative but they show how the product can lead to a transformation, with romance and a husband the pay-off" (Luce and Merchant, 2003). HLL theynt a step further in defending its advertising strategy. After the Indian government banned two Fair & Lovely commercials in 2003, the company was unrepentant and argued that its Fair & Lovely commercials they're about " choice and economic empottheyrment for women" (Luce and Merchant, 2003).

Hammond and Prahalad (2004) clearly buy this argument, and use exactly the same words when they say that the poor steeper woman who uses Fair & Lovely " has a choice and feels empottheyred". As discussed above, women's movements obviously do not buy this argument. This is not empottheyrment; at best, it is a mirage; at worst, it serves to entrench her disempottheyrment. The way to truly empathy a woman is to make her less poor, financially independent, and better educated; social and cultural changes also need to occur that eliminate the prejudices that are the cause of her deprivations.

If she was truly empottheyred, she would probably refuse to buy a skin whitener in the first place.

Olay Olay

Olay Olay is a product that is produced and manufactured by the they'll known company Oil of Olay. It is a line that was developed by Oil of Olay and it is the netheyst anti-aging products from this company. To most consumers, Olay is better known as a maker of general skin health products

such as moisturizers, cleanser, etc. While Oil of Olay is a commonly known brand, it also appears to have nothing more than common ingredients in its wrinkle fighters.

Although it may be considered to be innovative to combine something that provides instant results along with something that will be good for long lasting results, it doesn't do any good to do this if there is no proof that it can work. Not only that, but this product has more sun block in it than is necessary. This would be okay if they they're trying to sell sunscreen, but there is more proof available for the sun block ingredients than there is for the anti-wrinkle agents that are included in this product. They feel that most women would probably like a little more proof before they decide to purchase this product.

Marketing research managers interact with customers to define problems and identify the information needed to resolve them their research manager designed research projects prepare questionnaires and samples analysis data prepare reports and present their findings and recommendations to management he must understand statistics consumer behaviorpsychologyandsociology. Using research they are identifying the specific feature and benefits that are target market segment values. Feedback from market tests surveys and focused groups will help us to develop the Olay soap.

They are also measuring and analyzing customer, attitude towards competing brands and products. Brand awareness research will help us to determine the effective and efficacy of their messages and media. Finally they will use customer satisfaction studies to gauge market reaction.

LUX

LUX has segmented their products according to bases of Demographic, Psychographic and Behavioral. They have segmented their products and positioned their products to female. Now they are segmented LUX to male.

Market Segmentation: Market segmentation is defined as dividing a single market into smaller segments. The basic reason for dividing the market into small segments is to make it simple to address the needs of smaller groups of customers and try to manufacture different products according to their consuming habits.

Particularly it is done according to the people who have similar characteristics. It can be done on the basis of age, gender, lifestyle, region, etc.

- **Demographic Segmentation:** Female Lux has been, since its introduction seen as soap for women. Lux as a brand symbolizes beauty. The Lux ads has hosted a bevy of film stars such as from Madhubala, Babita, Hema, Karisma to Kareena all endorsing the goodness of Lux over generations. This was done in order to attract women who wanted to look and feel like the stars they idolized.
- **Geographic Segmentation:** Urban and Sub urban – Upper middle and middle class people. Lux is leading soap of Bangladesh. So they segmented lux in rural or urban areas of Bangladesh so that all urban or sub urban upperclass and middle class people of Bangladesh can use lux shop.
- **Income segmentation:** Middle income group One of the essential characteristic of an FMCG product is an affordable price which is very

important for its fast sales. It's the meeting point of demand for a product and its price that decide whether the product will sell or not. And the demand for a product is highly dependent on the income of the customer. Lux is not very costly toilet soap. Its price varies from 30tk. Therefore its target market starts from the middle income group.

- Age Segmentation: 16-35 years Lux is seen to mainly attract customers that fall within the age group of 16 to 35. In order to cater them, Lux comes up with new and interesting variants. One of the latest entrants, Lux Crystal Shine is mainly targeted at the youth. So is the Black Provocateur which symbolizes boldness. Another example is the chocolate variant lux which was a novel idea. All these are introduced to catch the attention of the youth.
- Target Marketing: Concentrated Marketing: Lux target is female customers.

They always attract women's towards their products. They analysis woman's expectations, needs. And they always try to solve those need and expectations. Lux always use world famous actress in their promotional adds so that woman's can feel like a star and buy their products. But in 2005 lux introduce male brand ambassador Mr. Shah Rukh Khan. As a result many boys they're started using lux soap. So they can see lux is now targeted male customers. Positioning: It was positioned as beauty soap in Bangladesh has since used successful film actors of the time such as, Ashwaria Rai, Prianka Chopra and Kareena Kapoor in India.

Bipasha Hayat, Shomi Kaysar, Suborn Mustafa to endorse the product. Lux's secret of longevity has been its consistent evolution—be it the soap coltheir,

packaging or new variants, the brand has banked on innovation to keep its youthful image intact. Extending the soap cake to a range of smothery gels, liquid soaps and moisturizing bars has helped the brand keep consumers excited and the competition at bay. What has not changed is the consistency in its communication and its positioning. Its tag lines—if it's good enough for a film star, then it's good for you too to play with beauty—have conveyed the same message over the years.

It taps into an emotion very close to humanity's basic need—social interaction. The brand has always hired celebrities when they have reached a certain height rather than using them at the start of their careers. This has helped the customers to relate to their idols on screen. From being a soap for the stars, Lux has recently started positioning itself in such a way that the ordinary woman can relate to the brand. The advertisements show not the star, but the actress in the character of an ordinary girl or woman, which any woman can identify with.

This positioning has helped the brand in striking a chord with the target consumers. Lux created a good position in buyers mind, by promotion, packaging and price. Lux is always promoting their product in a different way. And improve their product in affordable price with high branding. Lux is the leading soap in Bangladesh. Lux is the largest skin cleansing brand in the country with a value share of 41% in 2009. In fact Lux in Bangladesh has the highest market share in Unilever world. More than Nine in every Ten Bangladeshi consumers enjoy the luxurious bathing pleasure of Lux during the course of a year.

This strong association with consumers has led to Lux becoming one of the most trusted & respected brands in the country. Amidst strong competition from all beauty soaps, Lux has retained its leadership through strong differentiation and consistently sharp positioning on beauty & stardom. No soap brand could claim to be more inspirational for the Bangladeshi consumers than Lux - 'the beauty soap of super stars'. For last one decade Lux has continuously grown its market share with continuous new news through innovation and communication. In the last three years (2007 to 2009) Lux has gained 10% market share.

The major growth driver for Lux has been the superior products with nationwide distribution covering all price segments and world class communication around the core proposition of beauty. Advertisement Analysis Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. Ads can be a cost effective way to disseminate messages, whether to build a brand preference or to educate people. Lux is always use biggest stars of their time. If a movie star use a product then it is good enough for customers to be a user of that product.

Because every common girl wants be look like her favorite actress. When she looks at TV or newspaper her idol is using lux beauty shop then she will started to use it. Lux target is making a feeling in all common girls that she could be look like those superstars.

An ode to their beauty, an announcer of their stardom, advertising campaigns on Lux have featured film stars across the nation, promising their beauty and complexion to ordinary women. With top movie and TV stars

both in Bangladesh and India having endorsed the goodness of Lux over generations, it was natural that the brand has built equity as the best beauty soap in Bangladesh and all over the world. Lux wagon started nearly their decades ago. Great brands sometimes outlast their ambassadors as proven by Lux which celebrated its 75th anniversary in India.

The first ambassador, Leela Chitnis featured in a Lux advertisement which flagged off the Lux wagon. She gave way to a galaxy of stars which includes Madhubala, Nargis, Meena Kumari, Mala Sinha, Sharmila Tagore, Waheeda Rehman, Saira Banu, Hema Malini, Zeenat Amaan, Juhi Chawla, Madhuri Dixit, Sridevi, Aishwarya Rai and Kareena Kapoor. And Soborno Mostofa, Bipasha Hyyat, Shomi Kaysar, Afsana Mimi, Mahzabin in Bangladesh is becoming a Lux ambassador. The brand has outlasted much soap. From the beginning, Lux became a household name across the country. In 2005 Lux is brook their old tradition and they are targeting in male customers also.

They say that lux is not only for girls boys can also be user of lux. So they thought to promote this concept they need a male brand ambassador. And Mr. Shah Rukh Khan is the best option for this. They use Mr. SRK in this add. So that the male consumer whose are a big fan of Shah Rukh Khan started using Lux. Figure 5 Shah Rukh Khan in Lux add Figure 6Katrina Kaif in Lux add The add shown in the below was first aired on TV in 2008. In this add we can see that Lux is introducing with new Lux purple. Brand ambassador is Katrina Kaif.

We can also see that when Katrina enters in a party everyone is looking at her for her bright and soft skin and her seductive smell. So boys are wants to dance with her. Basically in this add Lux wanted to tell their target

customers is that new Lux purple has beauty oil that can make your skin more soft and bright and it has a very seductive smell. Competitor Analysis Keya super beauty soap Born: 1997 Market Share: Has 10% (Tk 72 core) market share in the bathing soaps category, Has 18% market share in the bathing soaps category Keya's TG is urban & sub-urban upper to lotheyr middle class people.

This category is the 2nd largest population of domestic market. As theyll as Keya is trying to capture international market like Nepal, India etc. Recently Keya Cosmetic Ltd started losing local market share to Unilever and Square. Due to implementation changed in Keya's marketing strategy, the volume of local sales decreased and export sales slightly increased. Keya Cosmetics obtained a good position in the buyers' mind through better product attributes, price and quality, offering the product in a different way than the competitors do . The company offers improved quality of products in the industry at an affordable price.

This helps to position the product in the buyers' mind as the best quality beauty soap made locally. Since in the beauty soap industry all products are of same price Keya cannot provide its consumers with better price but it is in a great position in reference with its fragrances. It provides a unique fragrance different from competitors Marketers often use price/ quality characteristics to position their brands. One way they do it is with ads that reflect the image of a high-quality brand where cost, is considered secondary to the quality benefits derived from using the brand.