

# Sunsilk shampoos conditioners and other marketing essay



**ASSIGN  
BUSTER**

Sunsilk is a hair care brand for women produced by the Unilever group, which was originally plane. hair products in 69 other countries worldwide. Brand in Asia, Latin America and Middle East, as well as strengthening of Brazil, Argentina, Bolivia, Sri Lanka and Thailand have hair care brand.

Keeping quality Sunsilk supply the location of the consumer interest. Retail products, supermarkets and convenience stores to reach customers.

Convenience factors that control demand. It information consumer products are safe and clear about the use and risks associated with their use.

A key feature

- Asia, Latin America and the Middle East: 1
- More than € 1 billion in sales annually.
- sold in 80 countries.
- The prize: Guinness is one of the hair styles and washes largest recording head Photos

**Task1. 1-Analyse the effect of variation of any two elements (product, price, promotion and distribution) on other elements of marketing mixes of chosen organisation. Effect of variation of of each of the two elements must be assessed individually.**

Sunsilk is good in the market about to the social environment. Sunsilk looks after all issues related to social and environment. Sunsilk take care of its employees about their health and safety and it has decreased the % of accidents happened on work.

Sunsilk is very conscious about its customers so Sunilk make quality products. So company has maintained good social and environmental standards in the market. Company is also doing so many social welfare works like world food programme.

### **Cultural:**

Sunsilk affected by cultural factors because people in different cultures like different products like in cities people like all quality products but mostly in rural areas people are not aware about quality products. Some people tend to believe in a product launched by a big, famous and powerful company.

### **Political:**

Sunsilk has a good relationship with government. Any country's government impose tax and some other fiscal burden on the companies but Sunilk is giving all taxes and accepting all government's policies. Sunilk does all its works like production, employees under the government policies.

Economic: Sunilk is growing in the Western European. So in these countries competition is increasing and customers want good quality and cheap products. So Sunilk has all quality and cheap products that by Sunilk is growing in these countries. But in some countries like France and Netherlands, company is facing difficulties during to competition.

### **Technological:**

Sunsilk has good improvement on information technology. Sunilk using information technology for improving brand image and quality of its

products. It is good source of success of Sunsilk and different from its competitors.

<http://www.sunsilk.co.nz/expertise/healthy-and-fabulous.html> , 2012

## **Target market of Sunsilk:**

### **Task1. 2:- Analyse the effect of environmental factors upon the elements of marketing mix of your chosen organisation.**

Classes of competitors:

Sunsilk is providing value based pricing to the customers. Sunsilk fix the price of products according to the areas. Like in the all countries the price of Sunsilk shampoos are not same, It is different in India and different in the New Zealand. So every type of customers are happy with the prices of its products. So with the valuable prices of the shampoos and conditioners Sunsilk is making customers happy and they also making profits by selling products more than its competitors.

Product Strategy:

Product Elements

Product elements help company for building its products. can play a number of product building roles. Product elements are makeable devices that identify and differentiate the product. A company choose product elements to build as much product equity as possible. Product elements such as: memorable, meaningful, adaptable and protectable.

Protectable: The product name is legally and competitively protectable. The product retain trade mark rights and not generic.

Adaptable: Different pack size and new formulas are easily accepted by the consumers.

### **Billboards:**

Sunsilk is using billboards for advertising its products. Everyone can see a whole advertisement like people watch on own televisions or the type of moving and animated type of advertisements that people can see results. They are easily attracting the customers in every possible manner.

### **Giving out free Samples:**

When Sunsilk launches the new product it provides awareness to the people by giving them free samples of that product and brochures which told the qualities of the product. Like when the new Sunsilk Black was introduced the company created awareness amongst the youth.

### **PLACE**

Company has a strategy to provide its product and give the knowledge about company and products to every person all over the country. Sunsilk is trying to reach as many towns and villages as company can. On different places, different type of people are living so Sunsilk take this in strategy in which place what people like and how much market demand.

Unilever has 150 distributors whose function is to sell to wholesaler directly. There are different distributors for different areas. They are carefully selected and their performance is constantly evaluated. All distributors focus on their

fields for providing products ontime at every place for which they are targeting. Mostly in the every corner of the countries Sunsilk has available.

Product

Price

Place

Promotion

Functionality:

Sunsilk is soft &smooth shampoo for softening the driest and roughest hair.

List Price:

There are different types of prices forSunsilk’s different types of shampoos and conditioners.

Channel Members:

Since its launch as new Sunsilk range for blondes, brunettes and reds has been taking the European market by storm. The range has now been introduced in 15 countries in Europe and Australia.

Advertising:

Sunsilk ad products by TV promos, internet, newspapers.

Appearance:

Sunsilk offers a range of affordable, quality hair care products that suit individual hair types. With quality ingredients and innovative new formulations Sunsilk has created richer shampoos, thicker, creamier conditioner

Discounts:

Sunsilk provides discounts on shopping online.

Channel Motivation:

Sunsilk is implementing

an integrated Human Resource system worldwide based on PeopleSoft using a business objectives

application developed by Comset to deliver key information to managers throughout the company.

Personal Selling:

Sunsilk do personal selling by promotion ads and on internet.

Quality:

Sunsilk offers a range of affordable, quality hair care products that suit individual hair types. With quality ingredients and innovative new formulations Sunsilk has created richer shampoos, thicker, creamier conditioners and an impressive range of styling products to provide simply beautiful hair.

Financing: Value market shares up overall with strong gains in North America where hair care and deodorants performed well and in China where skin cleansing and hair care see strong gains.

Locations:

Since its launch as new Sunsilk range for blondes, brunettes and reds has been taking the European market by storm. The range has now been introduced in 15 countries in Europe and Australia and several more countries are still to launch next year.

Public Relations:

Sunsilk has good relationships to the public and giving them quality products.

Packaging:

Some of the times they introduced some products which is for every age like whole family can use it which makes it very effective. In last decade they have settled their market in many countries so they just have to make some changes with the needs of people from time to time.

Logistics:

Sunsilk is leading in sustainable efficient logistics in Europe.

Message:

Time to time Sunsilk give the messages to customers about products.



Brand:

take the effect of product and price on place and promotion as I have selected Sunsilk brand which is a famous brand especially in the country like India. Right from my childhood I used to see their advertisements on TV and seeing this product in every shop.

Market Coverage:

Sunsilk cover all urban and rural areas.

Media:

Media is a source with Sunsilk promote products.

Budget:

Sunsilk promote products according to company's budget from where company can get profit.

Product, Place, Promotion and Pricing of marketing mix each have their own importance in the market strategy. I take the effect of product and price on place and promotion as I have selected Sunsilk brand which is a famous brand especially in the country like India. Right from my childhood I used to see their advertisements on TV and seeing this product in every shop. With the time whenever they introduced the product they set a price which is very reasonable for people with very good effect. Some of the times they introduced some products which is for every age like whole family can use it which makes it very effective. In last decade they have settled their market

in many countries so they just have to make some changes with the needs of people from time to time.

<http://www.unilever.com>, 2012

**Task 1. 3 Question:-Outline at least two effects of customer response to the marketing mix on the marketing objectives of your chosen organisation.**

Regarding the level of customer preferences price is high because the amount of available Sunsilk. Priority customers a choice of shampoo. If Sunsilk believes that most customers pay good money for Sunsilk.

scent

There are a large number of customers prefer the smell of Sunsilk shampoo. 86% of clients prefer consumers flavor Sunsilk, while 2% rely on the odor.

act

Customers most agreed 4% and 66% of customers are unanimously agreed that it is appropriate to use a shampoo bottle. This shows that customers want the current package Sunsilk shampoo but some cares about customers package. But never give priority to the purchase Sunsilk package.

Potrebujete satisfaction

2% of people say they are very satisfied and most 80% say they are satisfied. It says it is well satisfied customers and want to buy Sunsilk.

color

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88% clients prefer colored label uses Sunsilk shampoo. But 2% of customers who need to replace the color of the current color. Shad Most customers say they would rather have shampoo in white. As examined in the box never color shampoo at the time of purchase.

previous experience

48% of customers will Sunsilk through experience that gives pleasure believe Sunsilk there enough so they want to buy Sunsilk.

Do not rely on support Customers support buy Sunsilk. This presentation has less effect on the level of customer preference for Sunsilk. <http://www.authorstream.com/Presentation/kaku-143912-hindustan-unilever-last-final-education-ppt-powerpoint, 2012>

**Question: 1, 4-outline at least two effects of competitor response to the marketing mix on the marketing objectives of your chosen organisation.**

Sunsilk affected by cultural factors because people in different cultures like different products like in cities people like all quality products but mostly in rural areas people are not aware about quality products. Some people tend to believe in a product launched by a big, famous and powerful company.

Sunsilk has a good relationship with government. Any country's government impose tax and some other fiscal burden on the companies but Sunsilk is giving all taxes and accepting all government's policies. Sunsilk does all its works like production, employees under the government policies.

Sunsilk is growing in the Western European. So in these countries competition is increasing and customers want good quality and cheap products. So Sunsilk has all quality and cheap products that by Sunsilk is growing in these countries. But in some countries like France and Netherlands, company is facing difficulties during to competition.

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## **Task2. 1:-**

**Question:- analyse the consideration, evaluation and recommendation of elements of marketing mix of your chosen organisation for their ability to satisfy marketing objectives for any two marketing segments targeted by organisation**

Proctor and Gamble and Unilever are the largest competitors in this industry and they are all globally established which creates a great amount of competition.

Brand name loyalty is also a strong competitive pressure.

Product, Place, Promotion and Pricing of marketing mix each have their own importance in the market strategy. I take the effect of product and price on place and promotion as I have selected Sunsilk brand which is a famous brand especially in the country like India. Right from my childhood I used to see their advertisements on TV and seeing this product in every shop. With the time whenever they introduced the product they set a price which is very reasonable for people with very good effect.

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<http://www.unilever.com/brands/personalcarebrands/http://www.unilever.com/brands/personalcarebrands/sunsilk/index.aspx>, 2012

**Task3. 1:- From the above case study, explain how Harley Davidson monitors market performance to ensure that chosen marketing mix strategies are meeting objectives. Be sure to cover all elements of the marketing mix.**

A organisation monitor pricing, product, promotional and place strategy for its growth in the market. Sunsilk should monitor the marketing mix performance against its market performance and marketing objectives.

Sunsilk should look to the market what are the people demand and what are the other companies doing. According to its market performance the company must have the knowledge of how people are giving response to the products. Sunsilk can get its marketing response from analysing report make by company's reporters. These days Sunsilk has a good market response so company should remain this position and need to develop more quality of products. Sunsilk has high price products so in some areas where is a people have majority of middle class so they can't pay more money. So company should launch less price shampoos and conditioners.

<http://www.unilever.com/brands/personalcarebrands/http://www.unilever.com/brands/personalcarebrands/sunsilk/index.aspx>, 2012

**Task3. 2:-from the attached case study, explain how Harley Davidson devise and implement measurement and evaluation strategy within an appropriate timefram**

According to its marketing objectives as said earlier Sunsilk should go with improving its packaging of the products. Sunsilk should improve its target

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market audiences because Sunsilk has now a strong market response so it is easy to convince the people about the products. Some of the times they introduced some products which is for every age like whole family can use it which makes it very effective. In last decade they have settled their market in many countries so they just have to make some changes with the needs of people from time to time. When Sunsilk launches the new product it provides awareness to the people by giving them free samples of that product and brochures which told the qualities of the product. Like when the new Sunsilk Black was introduced the company created awareness amongst the youth. Company went to schools and colleges and distributed free samples of the products and gave out little brochures which told the qualities that the product had and the proper method of getting a black and shiny hair look

<http://www.sunsilk.co.nz/expertise/healthy-and-fabulous.html>, 2012

## **Conclusion**

72% of the total population of the vast potential rural market, Sunsilk, but not successful in this market entry strategy is not developed. Sunsilk emulate the success that the two have a strong distribution network strategy, and adoption of packaging and pricing to capture the rural market. Sunsilk increase in the purchase of raw materials so as not to subject to transition and continue to tariff increases. The Sunsilk low-income segment, accept small 100km package was introduced. Sunsilk provides Internet marketing. You'll increase the frequency of the electronic and print media advertising. It is necessary to 1 shampoo and conditioner and a large potential market that requires 2 to enter. More social responsibility and more

attractive marketing programs emphasize Sunsilk will capture a large number of clients .

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