

Balsara used to its advantage

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Explain the environmental factors which Balsara used to its advantage.

BALSARA USED TO ITS ADVANTAGE IN INDIA. - with clove oil (which has been traditionally regarded in India as an effective deterrent to tooth decay and tooth ache) as a unique selling proposition IN MALAYSIA - There was good response to Miswak also in the Muslim dominated Malaysia. Its promotion highlighted the fact that miswak (Latin Name : *Salvadora Persica*) was a plant that had been used for centuries by as a tooth cleaning twig. It had reference in Koran.

Quoting from Faizal-E-Miswak, it was pointed out that prophet Mohammed used `` miswak before sleeping at night and after awakening. ” The religious appeal in the promotion was reinforced by the findings of scientists all over the world, including Arabic ones, of the antibacterial property of clove and its ability to prevent tooth decay and gums. IN USA - Market intelligence revealed that there was a growing preference in the advanced counties for nature based products. Balsara tied up with Auromere Imports Inc. (AAIL), Los Angeles.

An agency established by American followers of Aurobindo, an Indian philosopher saint. Eight months of intensive R & D enabled Balsara to develop a tooth paste containing 24 herbal ingredients that would satisfy the required parameter. Auromere was voted as the No. 1 toothpaste in North Eastern USA ----- The product line was extended by introducing several variants of Auromere. A saccharine free toothpaste was introduced. It was found that mint and menthol were taboo for users of homoeopathic medicines.

So a product free of such mints was developed. Auromere Fresh Mint for the young and Auromere Cina Mint containing a combination of cinnamon and peppermint were also introduced BALSARA EXPLOITED THESE SENTIMENTS. In the case of Balsara: there was increased demand for products which were herbal, organic etc from the customers. The marketing mix was designed to take advantage of the same whereby it included natural and herbal products and private label brands to customers who were willing to pay for the same.