

## **UNDERSTANDING THE IMPACT OF RETAIL DISTRIBUTION ON CONSUMER SATISFACTION- STUDY ON BOROPLUS IN SELECTED AREAS OF KANPUR CITY**

**AKASH SHUKLA, Sankar Mukherjee (Guide)  
BACHELOR OF BUSINESS ADMINISTRATION  
GALGOTIAS UNIVERSITY**



### **ABSTRACT**

The Boroplus brand is being expanded by Emami with new skincare products aimed at the mass market that is quickly modernizing. Might it expand its market share?

Emami's Himani Boroplus antiseptic cream, with annual sales of Rs 200 crore, is the second largest in the Rs 4,600 crore skincare industry. It is the only brand after Hindustan Unilever's Fair & Lovely fairness cream that was founded in 1984.

Emami in magnitude (it generates sales well over Rs 1,000 crore). It has continued to concentrate on the mass market segment, which is a good strategy for an emerging market.

There are now an overwhelming number of creams, lotions, butters, serums, scrubs, and face washes that promise a variety of advantages, including instant fairness, improved moisture, UV protection, and anti-aging. Also, as incomes have increased, consumers have started to upgrade.

Until recently, Boroplus continued to be sold as an ayurvedic antibacterial cream in a tube. The brand will now have to work harder under the direction of its parent, the Rs 1,000 crore Emami. A number of launches are planned to capture a larger portion of the skincare market after certain varieties were planted in the market last year.

Hence, Boroplus will confront large enterprises head-on. This matters a lot. Homegrown enterprises that produce fast-moving consumer items have traditionally concentrated on markets that are of little interest to international corporations.

### **Brief Overview of Study**

The company profiled in the report is Boro Plus. After HUL's Fair and Lovely, the cream is the skin care product that sells the most in India. They specialize in five main areas: skin care, fairness, lip enhancing, cuts, etc. The investigation of Boro Plus is driven by a strong purpose. We will better comprehend Emami Ltd.'s activities thanks to the study. The company's activities, including its business marketing strategies, business plans at a

glance, organizational structure, management and operating structures, and competitors' positions, business development, discussion of business plans, SWOT analysis to comprehend the various benefits and drawbacks of the organization, so that reports are accurate, operations are efficient, and deals are wisely made. This report provides a thorough examination of the company, its market segments, and rivals. In order to achieve a competitive edge in the market, it examines the business and marketing methods used by the organization. The company's strengths and available market opportunities are also assessed in the profile. The important data, business description, list of available goods and services, and company timeline are all presented in this report. It entails evaluation of the company at three levels- Segments, Organizational Structure, and ownership composition. Both business and geographic segments are analyzed along with their recent financial performance. It further discusses the major subsidiaries of the company and the recent merger and acquisition. It also examines the significant developments and milestones that have taken place in the company. It is the form of news analysis where the most critical company news is discussed. Also, the factor financial performance included in the study. It discusses the most recent financial situation of the company and also compares the historical sales and income figures with the current and projected figures. The objective is to evaluate the financial health of the company. The analyst opinion and stock performance help anyone in evaluating the performance of the company from an investor's viewpoint.

Customer satisfaction means taking complete care of the customer by giving them complete knowledge about the product and about all the features of that particular product.

## DEFINITION

According to Harold E Edmondson "Customer satisfaction" is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

The consumer's decision to continue doing business with you or your business defines customer happiness. Customer service, product quality, and ease of doing business are just a few of the many variables that affect how satisfied customers are. Customers' lifetime value must be taken into account by businesses as a key factor.

Customer satisfaction is a marketing word that describes how well a company's goods and services meet or exceed a customer's expectations. About 200 senior marketing managers were polled, and 71% of them said that measuring customer satisfaction was highly helpful for running and monitoring their companies.

It is frequently included in a Balanced Scorecard and is regarded as a critical performance indicator in the corporate world. Customer happiness is considered as a major differentiator and increasingly has become a key aspect of corporate strategy in a competitive market where organizations compete for customers.

## SEVEN STEPS:

- Encourage face-to-face dealings.
- Respond to messages promptly and keep your clients informed.
- Be friendly and approachable.
- Have a clearly Defined customer service policy.
- Attention to details.

- Anticipate your client's needs and go out of your way to help them out.
- Honor your promise

□

Boroplus Healthy & Fair Winter Cream, which is being rolled out, addresses the need of fairness cream users who find their creams inadequate to battle dry skin brought on by the winter. This cream combines the promise of fairness along with winter protection. "We will retain the core promise of protection with all the Boroplus brands," says Kumar.

But it is not the first time to put this idea into practice. Last year, Hindustan Unilever made a splash with their Fair & Beautiful Winter Fairness Cream. According to a Hindustan Unilever spokeswoman, the product was introduced to transition users away from moisturizing creams and towards higher-level advantages like skin whitening. The Boroplus Intense Skin Treatment Cream for hands, knees, heels, and elbows is designed for people who still use petroleum jelly instead of body lotion. According to Kumar, "This product will speak to both users of petroleum jelly and those who turn to home cures."

To meet the need for lotions with additional sun protection, Boroplus Sunscreen lotion is currently undergoing testing. In Kolkata, the sunscreen lotion has had a soft rollout.

## SCOPE OF THE STUDY

The success of the cosmetic sector is examined in this study in relation to the utility, efficacy, and efficiency of BoroPlus marketing techniques. A particular focus is placed on Boro Plus cosmetics.

The project starts off with in-depth knowledge of marketing tactics and the significance of gauging client satisfaction in the cosmetics sector. Additionally, it discusses the project's research methodology and data collection instruments. Following a thorough review of the information gathered, the result is reached. It took over a week to finish the study. The study aids in a better comprehension of marketing tactics used in the Boro Plus cosmetics sector.

The analysis of consumer behavior, attitude, perception, marketing techniques, and satisfaction with respect to Boro Plus as a BRAND in the cosmetic sector is covered because this study is limited to Boro Plus.

The study takes into consideration the Boro Plus clients in KANPUR.

## COMPANY PROFILE

In 2013, we launched a nature based Intensive Therapy Skin Care system to take care of the specialized skin care needs from our humble beginnings in the 1980s, the story of Boroplus has been one of the discoveries. By harnessing the effects of herbs scientifically, we have discovered ways to nurture and transform skin care to a state of natural health and beauty. Since the early 1990s, Boroplus has been loved by Russian women and the brand very soon became a favorite of every household to take care of the entire family's skin care needs. For hands, feet, elbows, and knees.

Based on our research and consumer surveys, we introduce a fragrance-free variant of our skin cream in 2014. Boroplus Skin Care Cream Fragrance Free is best suited for users sensitive to fragrances, those with sensitive skin and for heavier and out of home usage.

Today we have become the largest selling natural antiseptic cosmetic brand in Russia, with a Russian family choosing our product every 5 minutes for their skincare needs.

Ayurveda is a 5,000-year-old system of natural healing that has its origin in the Vedic culture of India. More than a mere system of life (Ayur = life, Veda= science of knowledge). It offers a body of wisdom designed to achieve holistic wellbeing, helping people stay energetic and healthy while realizing their full potential.

For skin care too, Ayurveda has range of solutions to keep the skin healthy, clear, soft, and radiant. Traditional Ayurvedic Formulations are often complex combinations of different types of herbs that offer benefits of both synergy and balance. Therefore, the final product is potent and highly effective without the damaging side-effects of its chemical and artificial substitutes.

Our researchers have worked closely with Ayurvedic experts in India, to harness the natural goodness of herbal ingredients and included them in Boroplus products – products that are natural, safe, and effective for modern day skin care needs.

## **ORIGINS OF EMAMI**

Emami Limited is a well-known and renowned personal products and healthcare firm from India. Emami, which was founded in 1974, has a portfolio of more than 250 products with ayurvedic formulas. More than 50 nations are being served by our businesses, including the UK, Poland, Russia, Ukraine, Belarus, the United Arab Emirates, Saudi Arabia, Bahrain, Qatar, Kuwait, Kenya, Singapore, and Malaysia. Every second, somewhere in the world, more than 100 Emami items are sold.

We reach out to 5 million retail locations, run 7 production facilities, and have 9 international subsidiaries all over the world. We also employ over 2600 individuals. They are sold every second somewhere around the world. Emami Limited, the flagship company of the Group, recorded a turnover of Rs 2541crore, 2017-18.

## **BOROPLUS ANTISEPTIC CREAM**

No. 1 Ayurvedic medical ointment and antiseptic cream in India is trusted by millions of consumers. It provides healthy protection and healing for your skin. Say good-bye to a variety of skin issues right now, organically. a medicinal ointment for cold sores, chapped skin, cuts, scrapes, small burns, and other skin conditions that cause dryness. The product provides one's skin with the ideal treatment it requires by combining special herbal actives and natural oil extracts in an innovative formulation. Luminescence of healthy skin and Antiseptic Cream that prevents dryness and protects the skin from cuts, burns, scratches, nappy rashes, insect bites and itchiness. It has a new Active Herbals formula that gives your skin clinically healthy protection and active cure. Say goodbye to varied skin problems and let your skin smile with active health.

The history of Boroplus has been one of discovery, starting from our modest beginnings in the 1980s. We have learned how to nourish and convert skin care to a condition of natural health and beauty by scientifically harnessing the powers of herbs. Since the early 1990s, Russian women have adored Boroplus, and the brand quickly rose to the top of every family's list of preferred skin care products.

Since 1984, people have trusted the name Boroplus. Its main product, Boroplus Antiseptic Cream, is the most popular antiseptic cream in the world and is used by millions of households. A decade ago, Boroplus Moisturizing Lotion was introduced to offer contemporary remedies to winter problems.

Boroplus provides mild yet effective skin care by utilizing natural and time-tested skin-loving components. It provides you with daily self-assurance to face the world by promising good skin through feeding and protection. Around the world, millions of people in 30 nations, including Russia and the CIS, Bangladesh, and the Middle East, trust Boroplus.

## OBJECTIVES

- To understand the availability of BoroPlus Antiseptic Cream in the selected areas of Kanpur.
- To understand the impact of retail communication on Boroplus.
- Understand their distributor/ salesman interpersonal relation on the availability of Boroplus product.

## RESEARCH METHODOLOGY

The research challenge can be approached methodically using research methodology. The many strategies and procedures for performing a research are included in the research methodology. The methodical planning, gathering, analysis, and reporting of data, together with the discovery of an appropriate solution to a given marketing situation or problem, are all components of marketing research. Research is defined as "the manipulation of things, concepts, or symbols for the purpose of generalising to extend, correct, or verify knowledge, whether that knowledge aids in the construction of theory or in the practise of an art" by D. Slesinger and M. Stephenson in the Encyclopedia of Social Sciences.

Hence, research adds new information to the body of knowledge already in existence, thereby advancing it. With the use of scientific methods, research aims to find answers to the open-ended questions. Our project has a defined architecture for efficiently gathering data. A framework like this is known as "Research Design." The stages we took in our research method are as follows:

Study with a clear conclusion: This study was conclusion-oriented because it concentrated on identifying the characteristics of individuals, particularly entrepreneurs. In other words, when we discuss studies and offer our own perspectives, it counts as research.

## Data Collection

Method After a research problem has been identified and the research design plan has been reviewed, the work of data gathering begins. Two categories of data—primary and secondary—should be considered when choosing the technique of data collecting to be used for the study. Both primary data and secondary data were gathered for the investigation

For primary data, these includes items that have been freshly obtained for the first time and are hence unique in character. Primary data can be collected in a variety of ways, including through scheduling, interviews, inventory

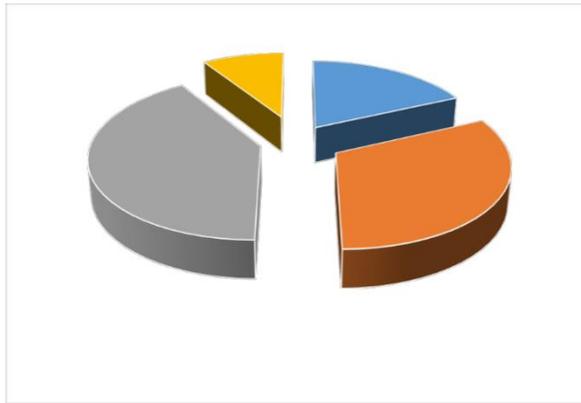
reports, distributor audits, customer panels, etc. To learn more about the process and both the online and offline share trading, the team managers, and staff of both the Departments were consulted. Yet we employed questionnaires as the major data collection strategy.

For secondary data, This is the data that has been used before and has not been newly acquired, therefore it cannot be regarded as being original. Secondary data can be gathered in a variety of methods, including through publications from the federal, state, and local governments, research papers, reports from associations related to business, industry, banks, etc., but the technique we employed relied on company reports. Pie charts and graphs were used to show the data. They have been used specifically to convey the information gathered from respondents via the internet and survey questions. Major Players and Their Market Share .

## DATA ANALYSIS

- Age group of respondents

Age	% of respondents	No: of respondents
10-20	20%	20
20-30	35%	35
30-40	45%	45
Above 40	10%	10

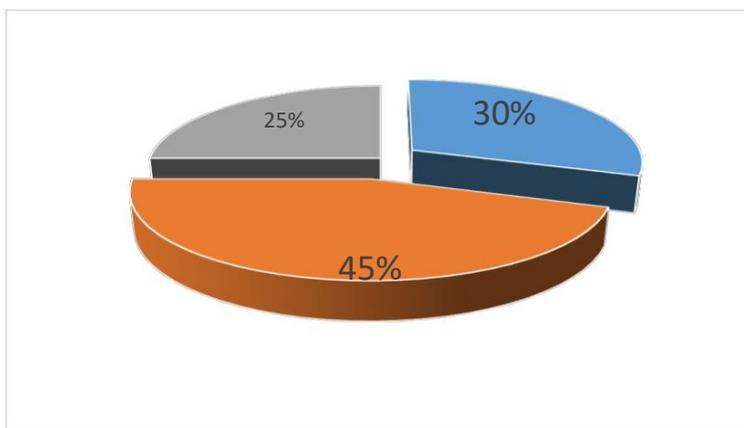


## INTERPRETATION

- 20% of respondents are between the age group 10-20
- 35% of respondents are between the age group 20-30
- 45% of respondents are between the age group 30-40
- 10% of respondents are above 40.

### Occupation of the respondents

Occupation	% of respondents	No: of respondents
Students	30%	30
Parents	45%	45
Working women/ men	25%	25



### INTERPRETATION

- 30% of respondents are students.
- 45% of respondents are parents.
- 25% of respondents are working women/men

### **PROBLEMS AND LIMITATIONS**

- The study's geographic scope was constrained to a relatively narrow location, which may not accurately reflect India as a whole. The sample size is obviously small when compared to the overall population.
- Only a small number of participants were chosen for the study due to scheduling constraints. So, it was unable to generalise the study's findings from the sample of consumers.
- The data gathered can be interpreted and explained in a variety of ways. This is an empirical study, and the research simply offers the researcher's interpretation of an explanation.

## FINDINGS

1. During the survey's administration, I discovered that 85% of respondents were pleased with BoroPlus Antiseptic cream, whereas 15% were dissatisfied. since rural areas are still undiscovered.
- 2) Compared to other services, Boroplus antiseptic cream services are more popular with customers.
- 3) All clients prefer Boroplus antiseptic cream since it is the market leader in the KANPUR districts
- 4) The potential market share of Boroplus antiseptic cream has increased in KANPUR.

## CONCLUSION

The business is strong in the environment of multichannel retailing. A comprehensive logistics and transportation plan that is flawlessly carried out is necessary for a firm that wants to expand and succeed. The challenge for management is to satisfy consumers' rising expectations while controlling costs. As a result of these multichannel development challenges, an increasing number of carriers are expanding their services to include logistics. Businesses that put forth the effort to establish fruitful working relationships with logistics and transportation windows will discover that their efforts boost customer satisfaction and profits. Although it's not a simple task, it can be completed with the tools and technologies of today. Because it keeps its promise to customers, BoroPlus has been identified as the most popular brand. Because the BoroPlus offers good quality, good results, good service, etc., consumers trust it.

