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RESEARCH ON PRODUCT LINE STRATEGY AND BRAND IDENTITY

A Case Study on Dabur Nepal Pvt. Ltd.

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Business Management

November 2016

ABSTRACT

Centria University of Applied Sciences	Date November 2016	Author Ashish Shrestha
Degree programme Business Management		
Name of thesis Research on Product Line Strategy and Brand Identity A Case Study on Dabur Nepal Pvt. Ltd.		
Instructor Birgitta Niemi		Pages 32
Supervisor Birgitta Niemi		
<p>The aim of the thesis is to analyze product line strategies and brand image adopted by Dabur Nepal Pvt. Ltd.</p> <p>The author has seen the importance of product line strategy and brand identity(value) of Dabur Nepal in the business world. This report will start by introducing Dabur Nepal briefly and then the major theories and concepts used by the report will be analyzed, especially product line, brand value and strategies of Dabur Nepal. In addition, details of the strategy of Dabur Nepal, problems of its marketing strategy and product line will be provided. Based on this situation, suggestions will help Dabur Nepal to resolve its problems. Theoretical research and practical analysis(surveys) are two major approaches to analyze a product line strategy and brand value. In this way, Dabur Nepal can make further progress in the future.</p> <p>Overall the reader will have clear idea about importance of product line, brand identity and strategies to a company. The study also identified strong positive impact of consumer's satisfaction on product line and brand loyalty among consumers.</p>		

<p>Key words Research Design, Data Collection Techniques, Strategies, Product Line, Brand Identity etc.</p>
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ABSTRACT

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1 INTRODUCTION

Product line is the group of related products which uses cloud marketing efforts to reach the consumer. Product line identifies profitable and unprofitable products and help in the allocation of resources according the requirements. Product line understanding helps the marketer to take line extension, line pruning and line filling strategies of the company. The major product line decisions are: product line length, product line stretching, product line filling, product line pruning. Product line length is the number of items in the product line. A company should not decide whether it requires longer or shorter chain length, the decision depends upon the objective of the company, competitive environment and profitability. If the chain is short a company can add new products and if it is lengthy a company can reduce the number of products. For example, Dabur has following six categories of product line, product healthcare, personal care, food, home care; consume health-OTC, consumer health. A product line stretching a company lengthens its product line either by stretching upwards or downwards or both ways. (Agrawal 2010, 2-5)

Line stretching decision depends on three situations in which a company operates, the high-end market may come up with a mid-class or low class targeted products. If a company operates in the lower end of market it may come up with high-end market products. If the company operates in the mid segment and comes out with a low-product as well as high-product, then it is stretching both. A product line filling is when it refers to adding more items in the present product line. A product line pruning refers to removing the unprofitable no: products from the product line. (Agrawal 2010, 2-5)

Product fit has become one of the most notice competitive factors to sustain the competitive market. To be able to cater all the segments within an industry, manufacturers need to have a product line that covers different customers and application requirements. However, to be successful in markets in which economic growth has leveled and in which there exist many competitors who follow the marketing concept, a well-developed marketing strategy is required. Such a strategy considers a portfolio of products and considers the anticipated moves of competitors in the market. The product line also needs to include dedicated sensors and, most importantly, have low-, mid- and high-end sensors to meet the price requirements of customers. (Agrawal 2010, 2-5)

A product line is a group of products that have similar functions. Offering multiple products to your customers is a strong marketing strategy that provides customer choice and allows you to reach a broader audience. Successful companies look for methods to expand their current product line to enhance their increase profits and market share. The best product line extension strategies capitalize on the success of existing products and enhance the brand image of your products. (Agrawal 2010, 2-5)



PICTURE 1. Logo of Dabur Nepal

<http://company.directory.bizbilla.com/directoryimages/DaburNepalPvtLtd.jpg>

Dabur commenced operations in 1884 and is today a multinational, multi-product enterprise. The company has major interests in red paste, teeth gum health and beauty care. During the late nineteenth century, most allopathic medicines were out of reach for a clear majority of the Nepalese population, both in terms of price and availability. This promoted a doctor from Calcutta, Dr. S. K. Burma, to establish a company to provide low-priced alternatives in the form of a traditional Ayurvedic medicines. The company in question was called Dabur which became later incorporated as Dabur Nepal limited, after merging with Vidogum and Chemical Ltd. in 1986. The company was started by a Burma family and has come a long way. Dabur today stands at the threshold of a major diversification, expansion and globalization program that is aimed at transforming the once closely-held family company into a professional group with such interests as diverse as toiletries and pharmaceuticals and health products. Traditionally known for its Ayurveda / ethic products, with well-known herbal bases Dabur Chyawanprash, Hajmola, Pudín Hara, Dabur Amla hair oil, the company has retained this aura even with new products while at the same time entering areas of modern business. Dabur is one of the few

companies in the world to produce and Paclitaxel anti-cancer drug. The company has developed its own eco-friendly process to manufacture this drug from raw material stage. (www.dabur.com. 2016)

The company has twelve manufacturing plants in Nepal and Egypt. Dabur has a transnational network of offices serving nineteen both rural and urban markets in Nepal. The company has its sales and marketing offices in Dubai and London. Dabur products are available in over fifty countries. Dabur has collaborated with leaders in their field to set up a joint venture in Nepal. The joint venture with Agrolimen of Spain, General De Confiteria Nepal Limited, manufactures confectioneries. Dabur International Limited, the joint venture with Bongrain of France, will manufacture specialty cheese. Dabur has collaborated with Osem of Israel to manufacture bakery specialties and other food products. From Rs 5 crore company in 1971 to Rs 316 crore company in 1993 to a Rs 1050 crore conglomerate now. (www.dabur.com. 2016)

The rethinking within the Burman family began just before Dabur became a public issue in 1993. From a closely held group in the early 1990's, and now over 700 core Dabur groups have diverse interests, ranging from pharmaceuticals to cosmetics to food products to insurance. A response product portfolio (over 450 products), a modern research base and a strong transnational marketing and distribution network are some of the major factors contributing to the success of Dabur Nepal. The company's product portfolio encompasses product line like herbal healthcare, beauty care, ayurvedic medicines, ayurvedic veterinary products, pharmaceuticals cosmetics, and natural gums and foods. Dabur is the market leader in most of the three product categories in the domestic market. It is the leading exporter of herbal healthcare and beauty care products. Having identified by its strengths, the company stuck to its core competencies. (www.dabur.com. 2016)

While all the 450 products were under one umbrella earlier, the restructuring of its business into six distinct divisions, each headed by an independent professional. Distribution, marketing and product innovations are the major strengths of Dabur. Ability is needed to find gaps in the market, to develop products accordingly and ensuring the timely availability of products to consumers these have been the hallmark of the company. In the process, it has built formidable brand equity. One of the most notice decisions taken by the company in its formative years was to give the consumers good value for their money. Dabur has grown steadily over the last

decade. To achieve faster growth rates, the company diversified into areas where its strengths can be further utilized. (www.dabur.com. 2016)

The company also exports guar gum and private label oral care products from Nepal. During 2009-10 the company recorded guar gum exports to the tune of Rs.43.3 crore as compared to Rs.48.3 crore in the previous year. The sales were lower due to the weak global demand and recessionary environment. (www.dabur.com. 2016)

Exports to the United States recorded impressive growth with sales increasing to Rs.38.4 Cr in 2009- 10 versus Rs.27.6 in 2008-09 reflecting a growth of 39 % despite the recessionary environment in developed markets. The US sales comprise private label and ethnic business. Key markets in the US and Europe contributed to the growth. Innovative product developments in oral care private label such as Pro-Age, and Herbal Sensitive toothpastes were launched. Ethnic sales in the US and Canada also performed well recording an 80 % growth albeit on a low base. Various new products were successfully launched in the market and a penetration of mainstay products like Dabur Hair Oils and Chyawanprash into the Canadian mainstream retail chains such as Walmart was achieved. (www.dabur.com. 2016)

Dabur Nepal's CSR Policy, (2013), is inspired by the words of its founder Arun Gupta, who said, "What is that life worth which cannot bring comfort to others." While pursuing our business strategy of introducing products that give our consumers health & wellness, Dabur operates in a manner that not just continues to generate an attractive return for shareholders, but also minimizes our impact on the environment and helps in replenishing the planet; while lending a helping hand to the community. (www.dabur.com. 2016)

The CSR vision is:

Through sustainable measures, actively contribute to the social, economic and environmental development of the community in which we operate ensuring participation from the community and thereby create value for the nation. (www.dabur.com. 2016)

The CSR mission is:

Ensuring socio-economic development of the community through different participatory and need- based initiatives in the best interest of the poor and deprived sections of the society to

help them to become self-reliant and build a better tomorrow for themselves and ensuring environmental sustainability through ecological conservation and regeneration, protection & re growth of endangered plant species, and promoting biodiversity. (www.dabur.com. 2016)

The key contributing markets / regions to the international business growth have been Dubai, Egypt, Nigeria, Algeria, Morocco, Libya, Yemen, Syria and South Africa. (www.dabur.com. 2016)

Dubai, the largest market in the international business division and despite being a mature market, has registered a strong growth of 42 % over last year fueled by innovations and new product launches in the Hair Care, Personal Wash and Oral Care segments. Dabur Egypt Limited has witnessed another spectacular performance with 30 % growth in sales. African Consumer Care, Nigeria has grown by 17% over last year in local currency terms, aided by strong growth of Dabur Herbal Toothpaste and Dabur Herbal Gel in the Oral Care category. (www.dabur.com. 2016)

Asian Consumer Care, Pakistan has grown by 20 % in revenue with Hajmola and Dabur Amla emerging as the two strong brands for the region. Dabur International's UK Branch has seen a 23 % growth over previous year which has been the highest growth rate for this region in the last 8 years. (www.dabur.com. 2016)

Markets of North Africa, the Levant and Yemen have seen an impressive performance with 49 % growth over previous year. Asian Consumer Care, Bangladesh, has performed well with a growth of 47 % during the fiscal 2009-10. The growth has been led by increased distribution penetration and brand focused approach. (www.dabur.com. 2016)

Dabur Nepal Pvt. which limited manufactures fruit juices and caters local consumer markets in Nepal recorded an impressive growth of 26 % in its sales to the domestic market of Nepal. (www.dabur.com. 2016)

Dabur has recently acquired a Turkey based personal care company Hobi Kozmetik Group in a deal at NRS. \$ 69 million. The company, in a move to expanded its presence across Middle East and North African region. Hobi Kozmetik is a market leader in the hair gel category with 36 % market share. The company's products are sold under 'Hobby' and 'New Era' brands

across 35 countries. The transaction is expected to be completed by of FY013. Dabur, which is the largest FMCG in Nepal with large market capitalization, has huge investment and expansion plans as the company aims to expand its foreign sales. (www.dabur.com. 2016)

1.1 Aim of These

In this study an attempt is made to analyze the product line strategies and brand identity adopted by Dabur Nepal Pvt. Ltd. Firstly the brief introduction of the company is given about the history and background of the company. Dabur is one of the leading companies in Nepal that has benefited countries socio-economic development and employment opportunities. It is one of the most trusted Ayurvedic brand in Nepal with annual turnover of NRs 215 crore.

The main objective of this study is to find out the various product lines strategy brand identity of Dabur Nepal Pvt. Ltd.

The present market emphasis is given on providing a complete 'pleasure' or 'delight' to the customers every walk of life. Thus, companies keep in changing their strategies to sustain in the market. Among the various product strategy decisions such as branding, packaging, labeling, and support services for individual products and services product strategy also calls for building a product line and brand value. In developing product line strategies, marketers face a number of tough decisions

1.2 Research Methodology

To investigate and understand the research problem a literature review was done from various books, website, magazines, thesis and journals. Product, product line, strategy, states that product line strategy helps organizations to covering their attention to complete resource utilization to increase sales and win over their competitors. Every company applies different product line strategies for their product nature.

2 THEORIES ON PRODUCT LINE

2.1 Product Line

Group of products manufactured by a firm are closely related in use and in production and marketing requirements. The depth of the product line refers to the number of different products offered in a product line. For example, general food has about a dozen different products in its coffee product line. Each of these items is promoted as distinctive, although they share the same distribution channels and similar manufacturing facilities. McDonald's has developed a food product line that includes several hamburgers, fish, and chicken sandwiches. A product line may be targeted to customer group, such as skill home shop tools, or sold to various customer types through the same outlets, such as Ace Hardware Stores. (Bill & Martin 1991, 342)

In other words, product-line is "a group of products that are closely related, either because they function in a similar continental, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges. A product line refers to several products that are related and developed by the same manufacturer. Product lines are not to be confused with product bundling, which combines various items into one type of product. Items within a product line generally share the same basic theme, and with the help of a successful marketing plan these products can be entirely effective. Frequently, a product line includes different products that are offered to the public at varying price points. This way, a manufacturer or company can ensure that all products within a line will be purchased by all kinds of people. Product line extension refers to any additional products that may be added to a current product line. Most of the time, product extensions are introduced to the public to ward off the competitors. By creating products that match other, competitive products, manufacturers can keep customers interested in a product that they are familiar with. Since most people purchase brands they know, these same consumers are more likely to purchase a new product from a brand, that they are comfortable with rather than purchase a product from an unknown brand. (Bill & Martin 1991, 342)

Pareto's Law for Product Line



(Source:<http://www.answers.com/topic/product-family#ixzz37uEc1n7E>)

GRAPH 1. Product Line Rationalization

All companies experience some Pareto effect (effect on sales), typically with 80 % of profits or sales coming from the best 20 % of the products. This happens because almost all companies keep adding products to the portfolio without even removing any. Further, sales incentives and emphases on growth and market share encourage the mantra "take all orders," thus overloading production operations and the supply chain with too many low-volume products that have unusual parts and manufacturing procedures. This causes excessive overhead costs, lowers plant capacity, dilutes manufacturing resources, and complicates supply chain management. Few companies realize these problems because their cost systems allocate (average) overhead costs, which implies that all products have the same overhead costs. (Bill & Martin 1991, 342)

2.2 Concept of Product

In general, a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or a need. Products include more than just tangible goods. The product is defined as a "thing produced by labor or effort" or the "result of an act or a process" and stems from the verb produce, from the Latin *prōdūce* (re) '(to) lead or bring forth'. Since 1575, the word "product" has referred to anything produced. Since 1695, the word has referred to "thing or things produced". Broadly defined, products include physical objects,

services events, persons, places, organizations, ideas, or mixes of these entities. Because of their importance in the world economy, we give special attention to services. Services are form of product that consist of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. Examples are banking, hotel, tax preparation, and home repair services. (Bajracharya 2004,107)

A company's offer to the market place often includes both tangible goods and services. Each component can be a minor or major part of the total offer. At one extreme the offer may consist of pure tangible goods, such as soap, toothpaste, or salt-no services accompany the product. At the other extreme are pure services, for which the offer consists primarily of a service. For example, a company's offer may consist of a tangible good with accompanying services. Today, as product and services become more and more commoditized, many companies are moving to a new level in creating value for their customers. To differentiate their offers, they are developing and delivering total customer experiences. (Bajracharya 2004,107)

2.3 Product Line Strategy

Product line strategies are procedures that can permit an association to focus its limited assets ideal states use by delivering distinctive product offering item on make the best chances to build deals and accomplish a manageable upper hand. It serves as the central supporting of advertising arrangements intended to fill showcase needs and achieve promoting targets. Usually, product offering procedures are created as multi-year arranges, with a strategic arrangement specifying activities to be refined in the present year. Time skylines secured by the promoting arrangement differ by organization, by industry, and by country, in any case, time skylines are getting to be shorter as the speed of progress in the environment increments. Product offering techniques are alert and intuitive. They are somewhat arranged and mostly spontaneous. (Stone 2014,9-11)

Product line strategies include cautious checking of the inner and outside situations. Interior natural variables incorporate the advertising blend, in addition to execution investigation and key requirements. Outer natural elements incorporate client investigation, contender examina-

tion, target showcase investigation, and in addition assessment of any components of the innovative, financial, social or political/legitimate environment liable to effect achievement. A last stride in building up a promoting system is to arrange to screen advance and an arrangement of possibilities if issues emerge in the execution of the arrangement. (Kotler 2003,5-6)

2.4 Characteristics of Product Line Strategy

Developing and executing an effective strategy is the most important job of any marketer and failure to do so is the single greatest threat to creating anything that looks and feels like business building momentum. The key to discovering an effective product line strategy lies in understanding first that its essence is much more about why a business does something than what or how the business does something. (Kamatth 2010, 207-209)

The elemental characteristics are rooted deeply in human wants and desires and act to create a connection between a company, its products and services, its people and ultimately its customers. A company can create a product line strategy that will serve as the catalyst to creating a remarkable business by deeply exploring and embracing one, or some combination of several, of the characteristics outlined below. (Kamatth 2010, 207-209)

When a company is built with a single-minded purpose and can communicate that “why we do what we do” in a way that makes meaning in the lives of its customers and prospects, magic can happen. The key is a thorough understanding and simple and consistent communication of the why. Some of the companies that enjoy the highest levels of staff and customer loyalty focus almost entirely on why they do what they do, as opposed to simply trying to do what they do better. The product is almost secondary to this single-minded purpose. (Kamatth 2010, 207-209)

Desperately seeking inspiration: people want to go on journeys they feel are epic in nature. We can inspire by telling stories, by communicating the why, by standing up for simplicity and by bravely connecting the own purpose in life with that of the business and that of the goals and objectives of the client. Firms that draw commitment from customers and staff give them a way to sign up for something that can allow them to be their best self. (Kulkarni 2011, 91)

An obvious innovation: Every industry engages with some practice that customers just come to live with. Creating what ends up looking like an obvious innovation in an industry and then

embracing that may change as a marketing strategy is one way that companies create a clear differentiation. (Kulkarni 2011, 91)

Entertainment: Fun, joy, humor, pride are the words that always connect the business with its customers and stakeholders. These positive emotional appeals are strong tools used to intensify the purchase activity of the customer. (Kulkarni 2011, 91)

The role of convenience: this one goes hand in hand with simplicity and surprise, but it is something entirely different. The barriers to communication should be taken down, give people the tools to do what they want, rethink meetings, eliminate the policies of control, trust customers and staff and use technology to enhance personal relationships. Being easy to do business with is a marketing strategy that can become a culture and mantra that spreads word of mouth and drives customer adoption faster than any promotion or campaign ever could. (Kulkarni 2011, 92)

Simplicity is harder than it looks: Simplicity is the most appreciated attribute of the products. and yet, it can be one of the hardest to achieve. This cannot be achieved by simply stripping out features. If this is to be a marketing strategy it must become a way of life that informs every decision. (Kulkarni 2011, 92)

The element of surprise: Companies that turn customers into volunteer sales forces fully understand and use the power of giving more than was promised and surprisingly beating expectations as a marketing strategy. (Kulkarni 2011, 92-93)

2.5 Factors Affecting Product Line Strategy

There are some factors which affect product line strategy and they are:



PICTURE 2. Product Line Strategy Factors

Size: Extend your product line by offering products in different sizes. If you sell a consumable product, offer your product in multiple sizes. Sell drinks in small, medium and large sizes to maximize your product placement options. Smaller-size products can be placed in convenience stores, near checkout counters, and can help introduce your product to new customers. Smaller-size options can encourage customers to try your product and can lead to an increase in overall sales. (Nag 2011, 60)

If you sell durable goods, create products that cater to a wide range of individuals. For example, create large wheelchairs to cater to the plus-size market and small wheelchairs for children or petite individuals. Creating your product in different sizes is a logical extension of your current products and can lead to greater product awareness it enables you to reach targeted customer groups that are not serviced by your competitors. (Nag 2011, 60)

Product Changes: Use slight product changes as an extension of products that are nearing the end of their life cycle. Recapture sagging market share by updating your products with new colors or ingredients. Consider reinvigorating your products by making them more ecologically friendly. Reinforce the impact of your product changes through marketing and product messaging. If you sell colored pencils, change your pencil material from wood to bamboo or a renewable product. Prominently note this change on your packaging and increase your sales to eco-conscious consumers and grab the attention of your traditional customers. (Nag 2011, 61)

Quality: Extend your product line naturally through quality differences. Offer a range of products from low cost, lower quality to high cost, higher quality. This range of products allows you to reach customers at various price points and income levels. Offering products of the highest quality, you boost the prestige of your lower-priced options. You also help customers frame their purchases based on the quality they seek. For example, if you sell shampoo, offer a prestige product, a standard product and an economical product. Customers who want to pamper themselves will choose the prestige product, while customers on a strict budget will see your economical offer as more valuable than a generic competitor. By offering multiple quality levels, you also leave less room for new competitors to find a competitive niche against your products. (Nag 2011, 61-62)

3 THEORIES ON BRAND IDENTITY

Brand identity originates from an organization, i.e., an organization is in charge of making a recognized item with one of a kind attributes. It is the way an organization looks to recognize itself. It speaks to how an organization needs to be seen in the market. An organization imparts its character to the purchasers through its marking and promoting strategies. A brand is interesting because of its character. Brand identity incorporates taking after components - brand vision, brand culture, relationships, positioning, personality, and presentations. (Wheeler 2009, 1-15)

Brand identity is a heap of mental and utilitarian relationship with the brand. Associations are not "motivations to-purchase" but rather give commonality and separation that is not replicable getting it. These relationships(association) can include signature tune (for example - Britannia "ting-ting-ta-ding"), trademark colors (for example – coke==== Red color with Coke), logo (for example - Adidas), tagline (for example - LG's tagline is "Life's Good"), etc. (Armstrong & Kotler 2001, 45)

Brand identity is the aggregate proposition/guarantee that an association makes to customers. The brand can be seen as an item, an identity, an arrangement of qualities, and a position it involves in a buyer's brains. Brand identity is all that an association needs the brand to be considered as. It is an element connected with an organization, service, product or person. It is a method for remotely communicating a brand to the world. (Armstrong & Kotler 2001, 45-46)

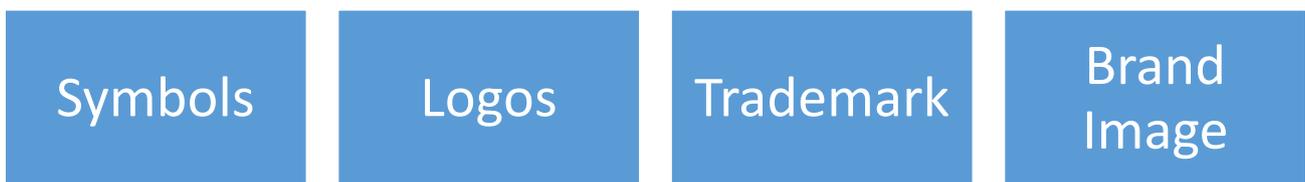
Brand identity is the detectable components of a brand (for example - Trademark color, logo, name, image or symbol) that recognize and separates a brand in target group of onlooker's psyche. It is a critical intends to develop your organization's image. (Kivulu 2009, 7-13)

Brand identity is the conglomeration of all what you (i.e., an association) do. It is an organizations mission, identity, guarantee to the customers and competitive advantages. It incorporates the reasoning, emotions and desires of the objective market/buyers. It is a method for identifying and distinguishing an association from another. An association having one of a kind brand

character have enhanced brand awareness, inspired group of representatives who feel glad working in an all-around marked organization, dynamic purchasers, and corporate style. Mark personality prompts mark preference, mark inclination, high credibility, great costs and great budgetary returns. It causes the organization to express to the clients and the objective market the sort of association it is. It guarantees the clients again that you are who you say you are. It sets up a quick association between the association and brand identity should not be practical. It is crucial so that the shoppers (consumers) instantly correlate with products and services. (Wheeler 2009, 13)

Brand identity ought to be modern, i.e., it ought to uncover the association aspired for the brand. It ought to mirror the strong characteristics of a brand. brand identity is a fundamental method for shopper acknowledgment and speaks to the brand's qualification from its competitors. (Wheeler 2009, 14-15)

There are four sources of Brand Identity and they are:



PICTURE 3. Sources of Brand Identity

3.1 Symbols

Symbols help clients retain associations of products and services. They help us correlate positive qualities that bring us closer and make it advantageous for us to buy those product and services. symbols underscore our image desires and shape corporate pictures. Symbols turn into a key part of brand value and help in separating the brand attributes. Symbols are simpler to retain than the brand names as they are visual pictures. These can incorporate logos, individuals, geometric shapes, cartoon pictures, anything. For example, Marlboro has its well-known cowboy, Pillsbury has its Poppin' Fresh doughboy, Duracell has its bunny rabbit, Mc

Donald has Ronald, Fed Ex has a bolt, and Nike's swoosh. Every one of these images help us recollect the brands connected with them. (Sak, Omkvisit & Sha 2002, 107)

Brand symbols are solid intents to draw in consideration and upgrade brand identities and personalities by making clients like them. It is plausible to take in the relationship among symbol and brand if the image is intelligent/illustrative of the brand. For example, the image of LG symbolizes the world, future, youth, humankind, and innovation. Additionally, it speaks to LG's efforts to keep cozy(close) associations with their clients. (Sak, Omkvisit & Sha 2002, 107-108)

3.2 Logos

A logo is a unique graphic or symbol that represents a company, product, service, or other entity. It represents an organization very well and make the customers well-acquainted with the company. It is due to logo that customers form an image for the product/service in mind. Adidas "Three Stripes" is a famous brand identified by its corporate logo. (Kotler 2003, 100)

3.3 Trademarks

Trademark is a one of a kind symbol, design, or any type of recognizable proof that people groups recognize a brand. An eminent brand has a well-known trademark and that helps buyers purchase quality items. The goodwill of the merchant/producer of the item likewise upgrades by utilization of trademark. Trademark absolutely demonstrates the business wellspring of item/administration. Trademark contributes in brand value development of a brand. Trademark name should be original. A trademark is chosen by the following symbols: (Kotler 2003, 101)

- ™ (denotes unregistered trademark, that is, a mark used to promote or brand goods).
- SM (denotes unregistered service mark)
- ® (denotes registered trademark).

Registration of a trademark is fundamental in a few nations to give elite rights to it. Without satisfactory trademark assurance, brand names can turn out to be legitimately announced non-specific. Generic names are never protect-able just like the case with vaseline, escalator and thermos. (Kotler 2003, 101)

3.4 Brand Image

Brand is the present perspective of the clients around a brand. It can be characterized as a one of a kind heap of relationship inside the psyches of target clients. It connotes what the brand in a matter of seconds stands for. It is an arrangement of convictions held around a brand. So, it is only the customers' observation about the product. It is the way in which a brand is situated in the market. Brand image passes on passionate esteem and not only a mental picture. Brand image is only an association's character. It is an amassing of contact and perception by individuals outside to an association. It ought to highlight an association's mission and vision to all. The primary components of positive brand picture are-one of a kind logo mirroring association's picture, motto portraying association's business in short and brand identifier supporting the key qualities. (Kotler 2003, 95-97)

Brand image is the general impression in buyers' mind that is framed from all sources. Customers create different relationship with the brand. In view of these affiliations, they shape a brand picture. A picture is shaped about the brand on the premise of subjective perceptions of affiliation's package that the customers have about the brand. Toyota relates to reliability and Volvo is associated with safety. (Kotler 2003, 95-97)

The thought behind brand picture is that the buyer is not obtaining only product or service but rather additionally the picture connected with that product or service. Mark pictures ought to be sure, one of a kind and moment. Brand image can be reinforced utilizing brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc. (Kotler 2003, 95-97)

Brand image creates and passes on the item's character in a one of a kind way unique in relation to its rival's picture. The brand picture comprises of different relationship in purchasers' psyche - properties, advantages and traits. Brand characteristics are the useful and mental associations with the brand that the clients have. They can be particular or applied. Advantages are the reasons for the buy choice. There are two sorts of advantages: functional benefits - what show improvement over (others), passionate advantages (Kotler 2003, 95-97)

- how do you make me feel better (than others), and rational benefits/support?

- why do I believe you (more than others)? Brand attributes are consumer's overall assessment of a brand.

Brand image has not to be made, but rather is naturally shaped. The brand picture incorporates items' allure, usability, usefulness, acclaim, and general esteem. Brand image is mark content. At the point when the shoppers buy the item, they are likewise obtaining its image. Brand image is the goal and mental input of the buyers when they purchase an item or product. Positive brand picture is surpassing the clients' desires. Positive brand picture improves the goodwill and brand estimation of an association. (Kotler 2003, 95-97)

4 STRATEGY OF DABUR NEPAL

Dabur marketing strategy in general sets a target market and a marketing mix. It is a “big picture” of what Dabur will do in some market to gain a competitive advantage. A marketing plan is a detailed breakdown of marketing strategy. It is a written statement of a marketing strategy with the time - related details as well as the marketing budget for carrying out the strategy. It should spell out the following in details: -

To whom (target market);

For how long;

What company resources will be needed at what rate;

What results are expected (sales and profits) etc.

4.1 Types of Strategy

Product strategies may contrast contingent upon the extraordinary circumstance of the individual business. Notwithstanding, there are various methods for sorting some generic strategies. A brief information of the most common categorizing schemes is presented below:



PICTURE 4. Types of Strategy

4.1.1 Market Leaders

Market leader is that firm which has the largest market share in the relevant product market. It usually leads the other firms in the price changes, new product introduction, and distribution coverage and promotion intensity. The leader may or may not be admired or respected but other firms acknowledge its dominance. The leader is an orientation point for competitors, companies to challenge, imitate, or avoid. To be the market leader, a firm must: (Agrawal 2010,97)

- Expand the size of the total market
- Protect market share
- Expand market share

4.1.2 Market Challengers

Firms that occupy second, third, and lower ranks in an industry can be called runner up, or trailing firms. Some are quite large such as Colgate, Ford, Pepsi- Cola. These runners up firms can adopt one of two postures. They can attack the leader and other competitors in an aggressive bid for further market shares which are known as market challengers. The market challengers take on or attack strategy to the market leader. (Agrawal 2010, 98)

4.1.3 Market Followers

Many runners up companies prefer to follow rather than challenge the market leaders. The effort to draw away the leader's customers is never taken lightly by the leader. If the challengers' lure is lower price, improved service or additional product features, the leader can quickly match these to diffuse the attack. The leader probably has more staying power. (Kotler 2003, 67-68)

The market follower must know how to hold the current customers and win a fair share of new customers. Each follower tries to bring distinctive advantages to its target market- location, service, financing.

The follower must define the growth path but one that does not invite competitive relationship. The following are the follower strategy:

- Cloner
- Adaptor
- Imitator

(Kotler 2003, 67-68)

4.1.4 Market Niche

An alternative to being a follower in a large market is to be a leader in a small market, or niche. Smaller firms normally avoiding competing with the larger firms by targeting small market of little or no interest to the larger firms. The marketing strategy for the niche is to specialize in a market segment (Agrawal 2010,103)

4.1.5 Porter Generic Strategies

Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The generic strategy framework (Porter, 1984) comprises two alternatives each with two alternative scopes. These are differentiation and low-cost leadership each with a dimension of focus-broad or narrow." which is found basic and useful fact. (Agrawal 2010, 67

❖ Product differentiation (Broad)

It aims to make the product more unique than the competitors' so that it is perceived as unique product in the industry. The company or the business unit may charge a premium for this product. This specially can be associated with design or brand image, technology features, dealers' network or customer services. Differentiation in viable strategy for earning above average return in a specific business because the resulting brand loyalty lowers the customer's sensitivity to price. Increased cost can usually be passed to the buyers. Buyers loyalty also serves as an

entry barrier- new firms must develop the own distinctive competence to differentiate their products in some way to compete successfully, example, Walt Disney production, Nike Athletics Shoe, Apple Computer, Mercedes Benz. The main risk in competitive or generic strategy is that it cannot guarantee the success and the company who has follow these strategies have realized that this is sustaining problem for those strategies. (Baniya 1994,120-121)

❖ **Cost Leadership (Broad)**

It is the ability of a company or a business unit to design produce and market a comparable product in a more efficient way than its competitors. This strategy aims at a broad mass market and requires aggressive construction of efficient scale facilities, vigorous pursuit of cost reductions from experience tight cost and overhead control, avoidance of marginal customer accounts and cost minimization in areas like R&D, service sales force, advertising and so on. Because of lower cost, the cost ledger can charge a lower price for its products than its competitors and still makes a satisfactory profit. (Baral 2009, 92)

❖ **Market Segmentation (narrow)**

It can be viewed from profit and market share approach and resource approach. Profit and market share approach are the two main goals for many businesses. The difference in the market share - lead approach and one focus on profit are as follows: (Baral 1996, 11)

- Market share measures what has been put into relationship; profits measures what has been taken out.
- Market share faces outwards to the community; profitability faces towards the owners.

A focus on market -share rather than on profit provides a quicker signaling system of any changes in customers' needs. The resource based view argues that strategy should be focused upon generating superior competencies that can be deployed in the market place. Frequently resources based companies develop competencies in advance of the product, market strategies and find places to deploy them. (Baral 1996, 11)

❖ **Product Mix (Product Portfolio or Product Assortment)**

The product mix is the total variety of products a firm sell. Some firms will sell just one product, whilst others will sell many different products. For example, Samsung's product mix includes mobile phones, netbooks, tablets, televisions, fridges, microwaves, printers and memory cards. Firms should select their product mix carefully as they will need to generate a profit from each of the products in the product mix. (Sukhwal & Meratwal 2015, 22-23)

❖ **Product Line Length**

The product line length shows the number of different products in a product line. A long product line has lots of different products in it and a short product line has a small number of different products. The product manager's job is to work out how many products to include in the product line. If there are too many product types in a product line, they will begin to compete, increase costs unnecessarily and even confuse customers. If the product line is too short, it will limit customer choice and send customers to competitors with a greater selection of products. (Sukhwal & Meratwal 2015, 23-24)

Finally, businesses are continuously making critical decisions about their product range. Product decisions will include whether to develop new products and how to manage existing products. This article is about the different ways firms manage the type and number of products they sell and related terms. (Sukhwal & Meratwal 2015, 24-27)

4.2 Importance of Marketing Strategy

At the point when outlining a promoting arrangement, an initial marketing strategy is thought about. The marketing plan comprises of ventures to be taken to accomplish achievement in the execution of the marketing strategy chosen. (Baniya 1994, 67)

A big project includes determination of various techniques at various levels. Normally a strategy comprises of very much portrayed strategies. Marketing strategy helps associations to center their attention to finish (complete) asset usage to build deals and win over their rivals. Each organization applies some sort of advertising procedures to keep up existing clients, draw in

potential clients furthermore to keep up and upgrade their notoriety in the market. (Baniya 1994, 67)

Each of the strategies has pre-figured results since when a specific system is picked at a specific level, its result turns into the objective of that specific level. If there is a nonappearance of a well thought strategy in a promoting arrangement implies it is apparently inadequate with regards to a decent establishment. A sensible marketing strategy ought to encourage showcasing objectives, as well as the activity arrangement of a crusade. (Baniya 1994, 68-69)

At general time, interim the firm ought to dissect the marketing decision. This is finished with the assistance of key models and the 3C's model is considered for this reason. To compute the organization's vital position, the Ansoff matrix is utilized. The 3C's model decides the factors, which prompts the accomplishment of a showcasing effort. There are three key gatherings involved in this model the partnership, the client and the contenders. The inclusion of all the three key gatherings prompts positive results and this contribution is known as the 3C's or key triangle. (Baniya 1994, 70)

The part of the enterprise is to expand the quality of the organization in the achievement basic regions, when contrasted with that of the contender. The client and his advantage frame the premise of any strategy. The competitor likewise has fundamental influence. The competitor construct strategies are based with respect to the working of business competitor like design and building, sales and servicing, and buying. (Baniya 1994, 70)

At the point when making a marketing plan relying upon some specific procedures known mix strategies are utilized. 4P's model is utilized to ascertain whether the arrangement is sticking to the strategies or not. The four Ps remain for product, price, place and promotion. Items are products delivered by the organization on a colossal scale with the end goal of offering them and gaining profit. Cost is the cash paid for an item by the client. The cost depends on numerous variables like rivalry, piece of the pie, client recognition and item character. Put where the item is sold can be either physical store or store on the Internet. It is otherwise called distribution channel. To make the client proficient around an item, the advertiser does advancement. It includes promoting, open connection and purpose of offer. There are distinctive sorts of advertising techniques considering a few criteria. Challenger, Leader and Follower are sorts of market predominance strategies. (Baniya 1994, 72-74)

Market predominance methodologies are utilized to command the market. Taken a toll administration, market segmentation and product separation are sorts of watchman bland systems. Watchman nonspecific techniques are based on key quality or contending capacities and vital degree or market infiltration. Close devotees, late supporter and pioneers are sorts of advancement systems. Advancement systems are intended to trigger the rate of item improvement and model innovation. It helps the firm to fuse most recent innovations. Heightening, Diversification, Vertical combination and Horizontal incorporation are sorts of development techniques. Development strategies encourage the development of the association. Promoting fighting techniques are conjunction of advertising methodologies and military strategies. (Baniya 1994, 76)

A marketing strategy or a blend of them is picked simply after careful statistical surveying. A marketer ought to dependably be prepared to confront any sort of circumstances like if the strategy is changed in the center, he ought to have the capacity to play out another statistical surveying to pick the best possible methodology, inside a brief time-frame. (Baniya 1994, 77-78)

5 SURVEY DATA PRESENTATION AND ANALYSIS BY MARKETING GROUP

The data was collected by marketing department (supervised by Ram Bahadur Shrestha, head of marketing management) of Dabur Nepal in Kathmandu district on May 16, 2016. The collected data, information, facts and figure have been processed by editing, tabulating, prior, to their analysis to obtain proper results. The questionnaires were distributed personally and through emails to the respondents. Every questionnaire is thoroughly checked after its collection to check if it is correctly filled up. The same responses of collected questionnaire were compiled together under the respective heading and counted. Then the total responses were presented in one master copy. Data is analyzed both in descriptively and statistically. For the statistical analysis percentage, pie-chart, bar graph and diagrams etc. are used.

❖ Is your awareness Towards Dabur Product Line among the Distributors as a Sales man?

The research asked sales men a question about product line among the distributors. Some sales men found knew well at the different product lines but some sales men expressed that they partially knew about the product line cause by hues product line and some sales men views on slightly knows about product line of Dabur Nepal product which is presented in Table 1.

TABLE 1 **Awareness Towards Dabur Product Line**

(Source: Field Survey, 2016, www.dabur.com)

Product	No of sale man	Views	Per cent
Toothpaste	15	I Know well about Dabur Product line. (Tooth-paste	60
Chyawanprash	6	Partially know about the product line.	24
Honey	4	Slightly know about Product line.	16
Total	25		100

The above Table 1 shows that awareness of salesmen towards different product line of Dabur Nepal. The product line, with most salesman awareness and familiar product of Dabur Red

toothpaste which is 60 % and Chyawanprash product line is partially knows as a sales man views which is i.e. 24 % and Honey is least familiar product line towards sales man views which is 16 % respectively.

❖ **You know about, which Product Line focus on Advertisement by Dabur Nepal, as a Dealer Views.**

The researcher asked dealers a questions, about the product line advertisement, some dealer express on the company focus on Dabur red toothpaste and some dealer views on Hajmola and rest dealer views on hair oil, which is presented in Table 2.

TABLE 2 **Product Line Focus on Advertisement**

(Source: Field Survey, 2016, www.dabur.com))

Product	No. of Dealer	% of Dealer
Toothpaste	14	56
Hajmola candy	6	24
Hair Oil	5	20
Total	25	100

From the above Table 2 depicted that the advertisement of toothpaste is most noticed by the respondents which is 56 % and Hajmola is around 24 % as well as hair oil have been least noticed by people that is 20 % noticed the product advertisements.

❖ **Which product line is most Contribution in Turnover of Dabur Nepal Pvt. Ltd. as an Importer's employee.**

The researcher asked importers a question, whom imports different product line of product. Some importers employee expresses on most of the area occupied by Dabur toothpaste and some employee believe on other product line play the vital role for economy growth of Dabur Nepal respectively, which is presented in Table 3.

TABLE 3 **Most Contribution in Turnover of Dabur Nepal**

(Source: Field Survey, 2016, www.dabur.com)

Products	% of Sales
Toothpaste	51.57
Others	48.43

From Table 3 it is obtained that most of the importer employee believe in Dabur toothpaste contributes 51.57 % of the total turnover where as other products are contributing 48.43 % in the total turnover respectively.

❖ comparatively Consumption of Health Supplement Product Line (Dabur Toothpaste, Dabur Honey, Glucose D)

The researcher asked customers a question about health supplement product line as a consumption views. Which is presented in Table 4.

TABLE 4 Consumption of Health Supplement Product Line

(Source: Field Survey, 2016, www.dabur.com)

Products/Response	Re-	Red Toothpaste	Dabur Honey	Glucose D
Yes		12	5	3
No		2	2	1

From Table 4 depicts that most of the consumer use red toothpaste as a health supplements which is exactly 12 and then 2 respondents are no consume of toothpaste as a health supplements. Similarly, 5 & 3 respondents are response on Dabur Honey and Glucose D and rest 2 and 1 respondents are not consuming Dabur honey and Glucose D as a health supplements respectively.

6 CONCLUSION AND RECOMMENDATION

The study is taken into consideration to find out the various product line strategies used by Dabur Nepal Pvt. Ltd, to promote its product line among its customers. Dabur Nepal Pvt. Ltd, together with its subsidiaries, operate as a fast-moving consumer goods company. The company offers health care, personal care, food, home care, and consumer health care products under various brand names. It provides health care products, such as health supplements comprising Chyawanprash, glucose, and honey; oral care products, such as toothpastes and tooth powder; and digestive candies.

The company's products comprise herbal and ayurvedic products for hair care and skin care, including hair oil, shampoo, bleach, hair removing cream, liquid hand wash, face cream, face wash, moisturizer, and rose water; and baby care products. Its food products consist of fruit juices, fruit and veg juices, lemon drink, bar syrups, culinary sauces, ketchup, cooking pastes, and nectars; and home care products include floor cleaner, mosquito repellent cream, air fresheners in block and spray forms, dish washing bars and powder, and toilet cleaners. The company's consumer health care products include ayurvedic OTC products that address problems ranging from women's health to baby care, and cough and cold to rejuvenation; and ayurvedic medicines. Its principal brands include Dabur, Vatika, Hajmola, Real, and Fem.

The product line length of the company is very long in these types of products, companies require more and more field force to remind about their products on a daily basis to their customers. The basic success in any competitive context can be derived either from cost advantage or a value advantage or from a combination of both. Product line strategies include many factors like attractive packaging, documentation of product literature, identifying target market, advertising, promotional campaigns, channel network setup etc. which can be used to effectively promote each product line.

Dabur Nepal adopts different product line strategies. They manage and provide different types of similar products with attractive packaging, quality and have a brand that draws customers towards the product. The price structure is competitive in the market and provides various

schemes and discounts offers to the stockiest and retailers a name. For channel motivation, they use pull and push strategy. The products are made locally made available in every shop.

Red Tooth Paste has well elaborated their consumer segment from kids, teenagers to young adults and family people. On the analysis of survey, it was found that target market of Red Tooth Paste wants quality benefit rather than price benefit, so it is better to stress on quality rather than on decreasing price to increase sales and profit.

The competitors of Red Tooth Paste Dabur products are various other products like wise Herbal paste product of international brand and domestic products available in the market. The pricing of the product and quality should be more competitive in comparison to other international brands.

The product range of Dabur in some product line is very lengthy so people seem to be confused and unfamiliar about the product. Thus, it is recommended that they should equally concentrate on each product for a better positioning in the market. For example, the oral health care product of Dabur has various ranges of toothpastes and some of the toothpastes like Promise, Meswak, and Babool Fresh and Babool Calcium.

In today's buyer market, if one brand is not available, another one would conveniently take its place. Thus, the company should focus on a good supply chain management system to make its products available to people easily.

Product differentiation and eventually brand loyalty is continuously diminishing in the competitive market of today. Therefore, a company should concentrate on product differentiation for better market coverage in some product lines like health care, home care and consumer health lines.

The company should try to improve operational efficiencies by leveraging innovative technology.

Despite the immense functional value of traditional Ayurvedic medicines people are still unfamiliar about it, thus giving proper knowledge and instruction about Ayurvedic medicines

will be beneficial to the company as well as initiatives will be taken for the documentation, promotion and commercialization of herbal products in Nepal.

The market of today is very competitive and the competitors are very quick in imitating products, therefore Dabur should concentrate on developing core competencies to protect their customers from being fooled.

The company should provide proper information to the distributors, wholesalers and retailers on how to handle the finished goods, reading the manufacturing and expiry date before selling the product and not exposing the product in the sun to prevent damage. Recently the company has been alleged with various quality issues and to prevent from it proper communication channel should be developed within its supply chain.

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