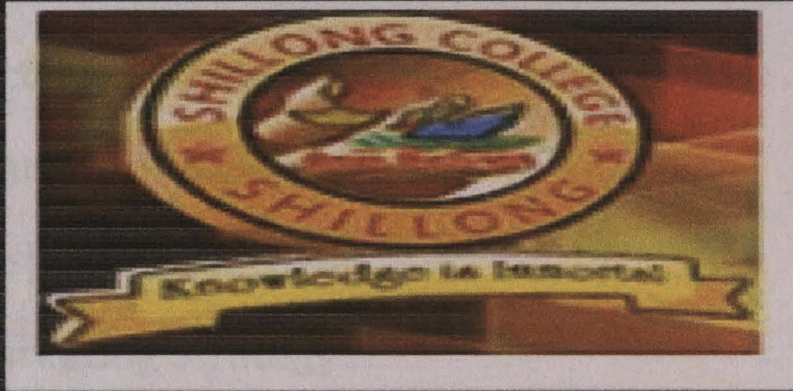
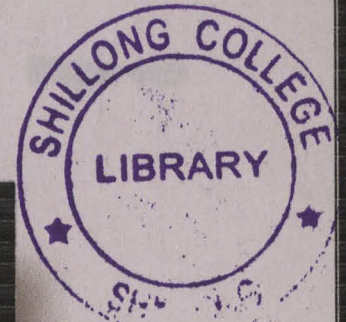


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# SHILLONG COLLEGE, SHILLONG



*This project is done on the fulfillment of the NEHU board, B.B.A 3<sup>rd</sup> Year 2015*

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SUBMITTED BY

MANGLIENBOI SITLHOU

UNIVERSITY ROLL NO-B1400230

BBA 3<sup>RD</sup> YEAR

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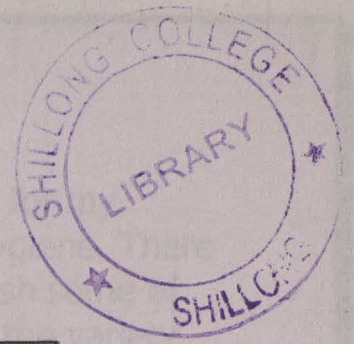
1. Introduction
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# **METHODLOGY**

**1. REVIEWS OF OTHER TOOTHBRUSH COMPANY**

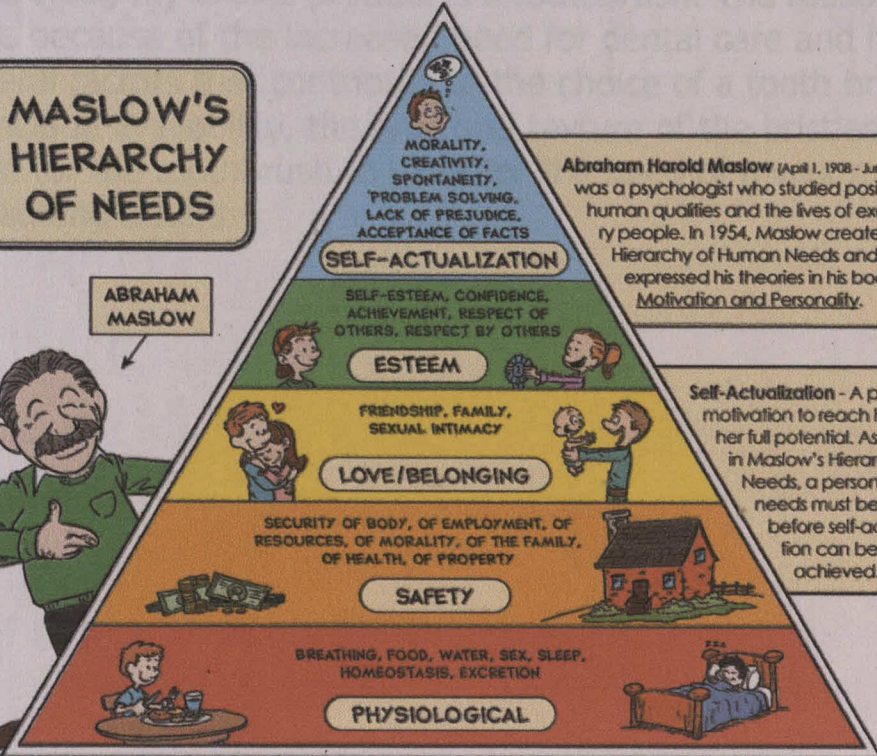
**2. INTERNET**





# MASLOW'S HIERARCHY OF NEEDS

ABRAHAM MASLOW



Abraham Harold Maslow (April 1, 1908 - June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, *Motivation and Personality*.

Self-Actualization - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.

## **Introduction**

In this project, my choice product is a toothbrush. The reason for my choice is because of the increased need for dental care and hygiene. There are several factors that contribute to the choice of a tooth brush some of which include availability, the type and texture of the bristles, the variety available for the toothbrush to cater for the need of a vast majority of people among others.

1. **Product Description:** A toothbrush is an item used to clean the teeth of human beings. In developed countries even horses are provided with their own toothbrushes in which the cleaning is done by people. Before the advent of plastics, most toothbrushes were being made from bamboo and pigs hair. Now tooth brushes are mostly made from synthetic resin and synthetic fiber in which the resins are used for the handles and the nylon mono-filament for the bristles.
  
2. **Rationale:** Toothbrushes are one of the essential items for people. They keep our teeth clean and free from disease causing bacteria which are produced by decaying food remains left in between our teeth. The use of toothbrush is a necessity and taken for granted in developed countries. In our country toothbrushes are used by the majority of people in urban areas, but in rural areas the use of factory made tooth brushes is extremely rare. Some rural people mainly the young use twigs of some plants as toothbrushes. The use of these twigs is not done for keeping the teeth healthy but to make the teeth whiter so they look good. Unfortunately the overwhelming majority of rural people do not use toothbrushes; and the result is decaying teeth and infection by many diseases related with the mouth and the teeth. Many people loose most of their teeth due to lack of proper care for the teeth. One of the functions of public health personnel should have been to teach and convince rural people to use toothbrushes to clean their teeth and to take other measures to keep the teeth clean and healthy. . One way to start is to produce toothbrushes here at home.
  
4. **Source of Raw material:** to be imported

## **Process and Technology**

The toothbrush making process consists of the following eight stages. Drying of the raw material-resin by hopper dryer; metal mould-the handles are moulded by metal mould attached to the injection moulding machine; annealing-the moulded handles are cooled in water or warm water; separating-the sprue runner on the moulded tooth brush handles is separated; tufting-nylon bristles are tufted on to the toothbrush handles; trimming- the bristles are trimmed in different shapes; hot stamping- brand name, company name, etc. are stamped on the toothbrush; and packaging-product is packaged using different material. Required machinery and equipment include hopper dryer, injection moulding machine, metal mould, automatic extractor for the moulding machine, annealing bath, separating cutter, portable co usher, tafting machine, bristle bundle cutter, trimming machine, hot stamping machine, foil slitter, punching press for blister, high frequency welder.

## **Factors for Market Identification**

There are several factors in order to identify the market niche for any form of toothbrush.

### **1. Demands or needs.**

To identify a target market for the toothbrush, a marketing manager must consider the local community's needs. For instance, some people require a toothbrush for aesthetic purposes that is to look and smell good while others require toothbrushes for hygienic purposes that is to protect their teeth from gum disorders or tooth decay. With these two different needs in mind, the toothbrush must be manufactured in a manner that the bristles are tender and at the same time strong enough to penetrate between the teeth and remove any unwanted debris while causing no harm to the gum or the tongue.

### **2. Demographics**

These would include qualities like gender, income, age and probably the occupations of the market. With the gender, aesthetic benefits of toothbrushes are commonly associated with females, although men are also very keen. For this reason, one must ensure that the intended toothpaste is readily available in stores containing female products and services to facilitate its demand. In addition, women are very keen in ensuring that there is a toothbrush for each member of the family to keep them protected from dental illnesses as well as to facilitate fresh breathes. On the case of income for instance, toothbrushes like the electric ones should be



made readily available to families where the income can afford to purchase them.

On the other hand, the cost of the toothbrush should measure up the living standards of the target market. As for age, the tooth brush must be in such a way that the bristles are tender to take care of the tender gum and tooth in young children as opposed to adults. Finally, to some extent the occupation is important since some employed people eat snacks for lunch something that may call for regular teeth cleaning.

### **6. 3. Environment factors**

In terms of location, the target market must be accessible easily and quickly. This will mean that, the tooth brush can conveniently be obtained be it in the morning before rushing to work or in the evening when one is in need. Another environmental factor is that the tooth brush if disposed should not have adverse effects which would impact negative effects on the soil or land, or to other people and animals.



## **Branding or Positioning Strategies to Be Used**

Positioning is what is done to the mind of the customer. They point out that any brand is appreciated by the insight it carries to intellect of the prospect hence positioning each brand to an exacting class or section of the market. After positioning a product in the market, the manager must be very keen on sustaining and managing that position. The main positioning strategy is to either build up or strengthen a specific representation for the brand in customer's mind and for our tooth brush product the best approaches for poisoning strategies include customer benefit and competitor approach.

In the customer benefit, the manager needs to put the tooth brush above the competitors based on the quality and nature of packaging and aesthetic aspect of the tooth brush. This product should be designed and packaged in such a way that it attracts the attention to the customer. On the other hand, with the competitor's approach, the manager needs to brand the tooth brush based on the competitor. The competitors strategy is identified and then any loopholes identified and the same method with the corrected weaknesses used for our tooth brush.

## Market of the Toothbrush

### **Location**

The oral health care market is spread worldwide mainly targeting grocery, drug, convenience, and large retail stores. The toothbrush market in the past had few types of toothbrushes, while today's market carries many various types of toothbrushes. This may have been due to lack of consumer concerns with what type of toothbrush they desired.

### **Purchasing characteristics**

Many toothbrush purchases are unanticipated, "with consumers purchasing toothbrushes once every 11.6 month. Forty-eight percent of consumers claimed to change their brushes at least every three months; the trigger to purchase a new brush for 70% of them when their toothbrush bristles became visibly worn. Eleven percent decided to switch to a new brush after seeing their dentists, and only 3% admitted to purchasing on impulse.

### **Buying behavior patterns**

Many consumers base a lot of their purchase decisions on how comfortable a toothbrush feels in their mouths, whether the bristles are soft enough, whether the head shape suits their mouth size, or whether the toothbrush is flexible enough. They also base their purchases around the ability of the toothbrush to remove food particles; plaque removal and gum stimulation. When it comes time to purchase a toothbrush, there are three different consumer groups. These groups include therapeutic, cosmetic, and uninvolved brushers. Therapeutic brushers are concerned with oral care problems. They brush to prevent disease or other oral health risks, and "search out functionally effective products" Cosmetic brushers are concerned with bad breath and their appearance, and "search for products that effectively deliver cosmetic benefits.

### **Weakness of the competitors**

Many competitors striving to succeed in the oral care market such as Oral-B and Johnson & Johnson know that in order “to be a leader in the oral care category, companies have to be able to compete in all areas of the oral care,” besides toothbrushes and toothpaste. Because there are many primary competitors in the oral care market, product innovation is a key factor to a company's success

### **Distribution channel of the product**

Aside from convenience stores and large retail stores, many food stores play a key role in the distribution of oral health care products. Mass merchandisers gained share due to increased in-store promotional support. Because of the increase in the demand for oral care products, stores began shelving more oral care products. Dentists also play a big role in the distribution of oral care product.

## **BUSINESS MISSION**

1. Our mission to provide the highest quality products that communicate personal expression.
2. To support our retailer's business objectives through innovation, responsiveness and productivity.
3. Lead in the market we serve.
4. Continuously improve the quality of everything we do.

## **BUSINESS VISION**

1. Offering what we think customers want and to providing what customers value.
2. To create quality dental care products and support services that foster innovation, creativity and productivity for customers.
3. To be premier toothbrush company.



## **Growth Patterns of the industry**

Consumers first purchased toothbrushes without much knowledge or information concerning the product's benefits. As new product development increased, and consumers became better informed about the benefits of toothbrushes, they began to focus their interest not only on cavity prevention, but also on the health of their gums, their oral hygiene, and their cosmetic appearance. Because consumer interest and toothbrush purchases began to increase, advertising and promotion also began to increase, which led to the development and addition of the super-premium product class. Consumers began to purchase toothbrushes based on the specific benefits each toothbrush and company had to offer.

## **Development of the product**

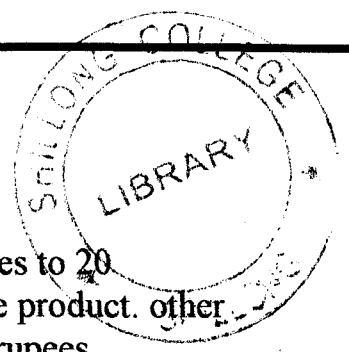
The product in which this marketing plan focuses around is the clean check toothbrush. Clean Check toothbrush referred to the toothbrush as a technical innovation, researchers used infrared motion analysis to track consumers' brushing movements and consequent levels of plaque removal

## **Design/Quality of product**

The main design of the product concentrated on the bristles of the toothbrush. The head of the Clean Check toothbrush included three different lengths of bristles, each length having its own responsibility. The longer outer bristles cleaned around the gum line, the long inner bristles cleaned between the teeth, and the shorter bristles cleaned the teeth surface. Because of the newly innovated bristles, the removal of plaque increased by 35% when compared to other leading producers of toothbrushes.

## **Goods classification**

The toothbrush can be classified as either a homogeneous or heterogeneous shopping product. Some consumers may see it as a homogenous product because they see all toothbrushes as the same, and place their attention on the lowest prices. Others may see the toothbrush as a heterogeneous product because they see the need to inspect for quality and suitability.



### **Price of the product**

The price of Clean Check toothbrush should be between 10 rupees to 20 rupees. So, it is easily affordable for the customers to purchase the product. Other competitors also kept the price of their between 10 rupees to 20 rupees.

### **Promotion of the product**

Promotion of the Clean Check toothbrush one, by offering a free 100 grams tube of toothpaste or a fifty percent off coupon that could be put towards any other size of toothpaste to every consumer who purchased a toothbrush.

### **Positioning of the product**

The position of the Clean Check toothbrush could be niche or mainstream. If the position were to be niche, concentration would be placed on the prevention of gum disease, and "retail sales would represent 3% volume share of the toothbrush market in year 1 and 5% in year 2." Clean Check toothbrush chose to place the toothbrush in between one of their existing products and a competitor's product.

## Marketing Strategy of Clean Check Toothbrush

### **Positioning strategy**

The main focus of nice positioning would be placed on consumers who are concerned about the prevention of gum diseases. There would be many positive benefits to the company if close-up were to position the Precision toothbrush as a nice product. These benefits would include one, by targeting the segment of consumers who are worried about gum disease

### **Product differentiation strategy**

By differentiating a product, it creates a difference that sets certain products apart from other products, and also targets certain market segments. Clean Check toothbrush should be unique from all other toothbrushes available on the market. The strategy's focus should be placed of the design and packaging of the toothbrush.

### **Price differentiation strategy**

Our main focus here is on the customers. We want them to be able to get the most for their money. By producing a superior toothbrush, that offers more qualities than the other toothbrushes available on the market, at or around the same price as the competition, consumers will hopefully want to purchase the Clean Check toothbrush over the others. There will be more qualities offered at no extra charge.

## **Marketing Mix of Clean Check Toothbrush**

### **Product**

The product, the Clean Check toothbrush, is a product that should add value to a buyer's life. It should also add utility, and meet the wants and needs of targeted consumers. The product should be unique and different from all similar products that are already available on the market. The strategy is to differentiate the product's design and packaging, which in return will cause the toothbrush to stand out.

## **Price**

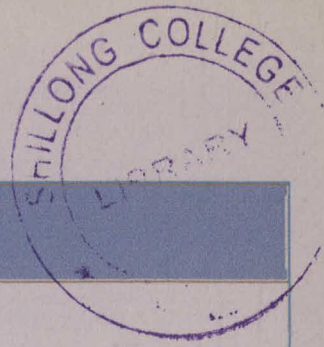
The price of a product says something about the quality. Even though the quality of the Clean Check toothbrush will be significantly higher than other leading toothbrushes, the price of the toothbrush will be determined by the prices of the other toothbrushes already in the market. This pricing strategy is a result of positioning the toothbrush as a mainstream product rather than a nice product.

## **Place**

The most important part of marketing is how a product will get from the seller to the buyer. Many products go through a channel of distribution, which involves manufacturers, wholesalers, retailers, and consumers. The distribution strategy proposed for the Clean Check toothbrush is through dentists, plastic surgeons, drug stores, grocery stores, large retail stores, and department stores.

## **Promotion**

Product promotion is communication spread through advertising, publicity, and sales promotion. Advertising the products by using commercial, magazine ads, the radio, ads that are to be placed in dentist offices, billboards, and the sides of buses. Advertising is done to promote new products, remind consumers of existing products, and also promote the image of the company at hand.



**Clean Check**

<b>Parent Company</b>	
<b>Category</b>	Personal Care brands - Hygiene
<b>Sector</b>	
<b>Tagline/ Slogan</b>	
<b>USP</b>	

**STP**

<b>Segment</b>	People having medium purchasing power. Middleclass and higher classes
<b>Target Group</b>	People looking for good quality and innovative products in toothbrushes
<b>Positioning</b>	Dentist's choice of toothbrush

**SWOT Analysis**

<b>Strength</b>	<ol style="list-style-type: none"><li>1. Frequent and many innovations in a low involvement product like toothbrush</li><li>2. Introduction of new features</li><li>3. Focuses on solving problems commonly associated with toothbrush use</li></ol>
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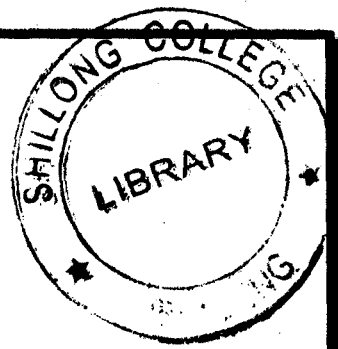
<b>Weakness</b>	<ol style="list-style-type: none"> <li>1. New entry in the market</li> <li>2. Price wars with competitors</li> <li>3. New innovations coming up in the market</li> <li>4. Indian market not as responsive to innovations in toothbrushes</li> </ol>
<b>Opportunity</b>	<ol style="list-style-type: none"> <li>1. More innovations to differentiate from the competitors</li> <li>2. Increasing involvement in personal care products</li> <li>3. Differentiated advertising methods to attract customers</li> </ol>
<b>Threats</b>	<ol style="list-style-type: none"> <li>1. Aggressive competition</li> <li>2. Regular introduction of new products by competitors</li> <li>3. Copied innovation by competitors</li> </ol>
<b>Competition</b>	
<b>Competitors</b>	<ol style="list-style-type: none"> <li>1. Colgate</li> <li>2. Pepsodent</li> <li>3. Close Up</li> </ol>

# CLEAN YOUR TEETH WITH CLEAN CHECK



**ITS JUST NOT ABOUT BRUSHING**





## **ACKNOWLEDGEMENT**

I, Manglienboi Sitlhou would like to thank the professional course department for assigning this project as I have gained a lot of knowledge about the business scenario and it would also help me in my further coming experience.

I would also like to thank all the lecturers of B.B.A 3<sup>rd</sup> year especially Mam.Wanda, without their guidance it would be impossible for me to complete the project.

*Thanking You*