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# Principles of Marketing - (96881)

## Term Project Module 1,2, and 3

### Harpic Marketing Analysis

#### Group Members

**24935 - Adeena Ahmed**

**28570 - Anousha Ali**

**28663 - Iman Zehra**

**28658 - Muneeb Ahmad**

**28642 - Zainab Rehan**

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**Company:** Reckitt Benckiser (*Refer to Exhibit 1)*)

**Brand:** Harpic

**Contact Person:** Anum - Harpic Brand Manager

### **History of Company**

During the company's first few years, it makes and sells one product: Reckitt's Soluble Starch. The company had 25 employees. In 1862, the company opened its first London office, at 40 King William Street. By 1868, there were 200-300 people employed by the company, and in 1886, the company opened an office in Sydney, Australia. In 1888, the company became public. In 1899, Robin Starch was launched, which then dominated the company's starch business for many years. By 1912, the company employed over 5000 people.

In 1932, Reckitt acquired a Harpic toilet cleaner from Harry Pickup. In 1933, Dettol became Reckitt's first pharmaceutical product. In 1999, the boards of Reckitt and Colman and Benckiser NV announced their merger. The company was then officially named Reckitt Benckiser plc. Over the years, the company continued to purchase or acquire different products from other companies. During covid in 2020, Reckitt donated £5.5 million in cash and antibacterial products to help combat the spread of covid-19 in China (***Wikipedia, 2024***). The current product line of Reckitt can be referred to in (*Exhibit 2*).

### **Basic Information of Harpic**

Harpic was launched in 1920 in England and then in 1950 in Pakistan. It is toilet care product which dominates the market with 78.1% market share in the toilet care segment (***Euromonitor, 2024***). Harpic offers a full range of liquid toilet bowl cleaners, tablets, wipes, toilet bowl blocks, cistern blocks.

It is an effective bathroom cleaner and disinfectant that aids in getting rid of stubborn stains. In addition, it gives the bathroom an unmatched shine, gets rid of grease, and smells fresh. Its thick composition contains potent cleaning chemicals that effectively lift and eliminate even the most stubborn stains from surfaces and provide you with a hygienic bathroom. Its vision is a world where every home has a toilet together with the dignity and safety it provides.

**The product range in Pakistan is:** (*Refer to Exhibit 3 for pictures*)

Harpic Power Plus (Orange and Lime)
Harpic Bathroom Cleaner Spray
Harpic Bathroom Cleaner
Harpic All In One
Harpic Active Fresh
Harpic Flushmatic
Harpic Hygienic

## **Unique Value Proposition (UVP)**

One of the reasons to choose Harpic is their initiatives to make clean and safe Pakistan. Harpic is well-known for its efficient cleaning solution, which is especially made to remove stubborn stains, limescale, and bacteria from bathrooms and toilets, guaranteeing complete cleanliness. Moreover, its ability to eliminate germs is appealing to customers. Harpic solutions are made for easy and accurate application, guaranteeing efficient cleaning with no effort, thanks to user-friendly applicators like angled neck bottles and simple sprays. Harpic has helped millions of people all over the world have access to a hygienically clean toilet and education on hygiene and sanitation. Its educational programs alone have reached 90 million people since 2013 (*Markert, 2020*).

Moreover, what makes it unique is that it decided to solve the problem through effective and unique social media marketing as they featured famous celebrities in their advertisements. As per study (*Basiouny, 2023*), the consumer is greatly influenced by social media and they tend to make purchase if they see their favorite celebrities in the advertisement therefore, Harpic featured famous celebrities and endorsed ordinary household's hygiene issue to which consumers could resonate (*Reckitt Annual Report, 2020*).

Moreover, Harpic has positioned itself as a sustainable toilet care product and is continuously reducing its plastic waste. Furthermore, its "*Harpic Muhalla Program*" – educating homemakers on how to clean and maintain hygienic toilets within their households to reduce disease incidence and ensure safe sanitation is a great initiative which caters customers' needs and problems in-person thus providing personalized and focus solutions (*Reckitt Annual Report, 2020*).

## **Promotional Activities**

Harpic employs a wide variety of promotional endeavors to ensure maximum exposure and customer outreach for its brand. These include:

1. **Advertising Campaigns:** Harpic is probably known best for its TV ads with maximum outreach and informative marketing that not only sell their product but also don't fail to highlight how exactly Harpic cleaning products work. This sort of engagement is also able to build more firm customer loyalty, along with demonstrative media via online advertising and print media that repeatedly lay emphasis on hygiene and cleanliness through a transformation only able to be brought about by using Harpic. Moreover, their brand ambassadors are famous celebrities like Fahad Mustafa<sup>1</sup>, Ahsan Khan<sup>2</sup>, and Faisal Qureshi<sup>3</sup> in their advertisements (*BizToday, 2018*).
2. **In Store Promotions:** Harpic POS displays, and occasional sample offers can be found easily at almost every big grocery mart in Pakistan, and packaging and discount offers like "Buy one – get one free" further aim at attracting as broad an audience as possible (*Foodpanda, n.d.*).

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<sup>1</sup> Fahad Mustafa: A famous Pakistani Actor who is known for "Jeeto Pakistan" and on-going famous drama "Kabhi mein Kabhi tum".

<sup>2</sup> Ahsan Khan: A famous Pakistani Actor who is known for dramas such as "Udaari" and "Dastaan".

<sup>3</sup> Faysal Qureshi: A famous Pakistani Actor who is known for dramas such as "Bashar Momin" and "Khalish".

3. **Social Media Campaigning**: Harpic actively engages consumers on platforms like Facebook, Instagram, and X as well as using social media to harvest valuable market intelligence on trends and current events as venues for cheaper promotion. This also includes influencer and celebrity engagement for tapping into more niche audiences. In 2022, for instance, Harpic brought on board Ayeza Khan as their brand ambassador; at a time where Ayeza Khan<sup>4</sup> was in the spotlights all over social media for her recently released drama serials (*ProPakistani, 2022*).
4. **Sponsorships And Partnerships**: Harpic also employs various brand deals and sponsorship endeavors to accelerate its outreach alongside more traditional marketing strategies as well as maintaining a sound digital presence (*Akhtar, 2018*). (*Refer to Exhibit 4*)

## **Market Analysis**

### **Competitors Analysis**

While there's several brands aiming for the top, Harpic has established itself as a market leader by approaching various strategies and methods. Harpic's main competitions are the following three; Domex, Kiwi and Mr Muscle (*Refer to Exhibit 5*). Harpic however has the strongest brand awareness amongst its consumers as it is known for its brand recognition through various factors.

Even Though Domex is quite like Harpic in terms of having pleasant fragrance, the same price point and strong availability worldwide, it however lacks a good brand strength unlike Harpic despite having a market share of 18% (*Euromonitor, 2024*). Secondly, Kiwi is considered slightly cheaper than Harpic and Domex yet does not have an impactful brand awareness like Harpic which affects its market share. Moreover, it lacks availability in quite a few areas and has a limited section under product range, therefore coming in below Harpic in terms of benchmarking. Mr Muscle is widely known through its TV promotions and a wide product range, yet a higher price point and lack of brand awareness make it a weaker brand compared to Harpic in the market (*Tracxn, 2001*).

Harpic has several competitive advantages, as it has justified its position as the market leader by having several promotions and discounts to its customers. A wide range of products under the Harpic brand name such as Harpic power plus, Harpic active fresh, Harpic gel etc are more of the more renowned products which are attractive to its consumer base. An example of product innovation as such was Harpic Hygienic & Fresh Sticker. This product proved to be sustainable and was coveted for its simplicity. Harpic's worldwide availability in supermarkets, grocery stores, online retail stores have only strengthened its position and competitive advantage (*Euromonitor, 2024*).

Harpic has successfully infiltrated through markets in Europe, Asia and parts of Latin America and gaining a significant market share. It became popular in these areas due to the growing demand of hygienic products and even though competitors such as domestic which is a brand of Unilever

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<sup>4</sup> Ayeza Khan is a famous Pakistani Actress who is known for dramas such as "Meray Pass tum ho" and "Pyarey Afzal".

are targeting these markets, Harpic stands out because of its sustainable and high-performance products (*Euromonitor, 2024*).

### Competitive Advantage

Harpic is dominating the home care industry for the past many years in Pakistan due to its competitive advantage. It was one of the first brands that differentiated itself from other brands by making renowned celebrities like Fahad Mustafa, Ahsan Khan, and etc. as its brand ambassador and rekindling the thought that famous celebrities can also be a part of toilet care product's advertisement (*BizToday, 2018*). Moreover, its campaign of “*Saaf aur Safe Pakistan*” became the highlight in the industry which delivered the message of hygiene through renowned institutions, and certified doctors. The brand owners and the brand have brought serious innovation over the years, making sure that it remains ahead all the time. For example, Harpic introduced different packaging with a unique nozzle to ensure better reach. It is the most go to toilet cleaner product of the women in urban areas, Harpic secures 78.1% of the market share (*Euromonitor, 2024*). Moreover, since it's the cash cow of the company, Reckitt ensures that there is always available in retail stores and supermarkets and focuses on product availability and its physical representation, therefore having a good and strong distribution channel (*Euromonitor, 2024*). It has a wide range of products from liquids, tablets, sprays, which makes Harpic look like a complete package along with available in different unique fragrances, like lime, orange, lemon etc. which makes Harpic gain advantage as competitors are still catching up (*Khurana And Khurana, 2022*).



Figure 1: Brand Shares of Toilet care in Pakistan 2023 (Source: Euromonitor)

### Sustainability

*Our commitment to sustainability is central to our purpose and is one of the many reasons why Harpic is the clean that makes a difference.*” In 2023, Harpic launched their ‘self-sticking’ toilet block that promised a new sustainability-driven brand experience with a focus on hygienic, lasting freshness. ‘99% less plastic’ was the claim written on their packaging. Driven by the ambition to make Harpic innovations more sustainable, the Hygienic & Fresh Sticker can be easily applied to the inside of a toilet bowl in just three seconds without the use of any plastic applicators (*Euromonitor, 2024*).

Ally Cane, Brand Experience Lead for Harpic at parent-brand Reckitt, said: “We want to bring a whole new experience to the category. A product called Hygienic toilet block is available to the local markets, which is almost identical to the self-sticking one, the difference is that the brand does not market it as a ‘*plastic less product*’ (Creativepool, 2022).

Additionally, Harpic’s collaboration with the Salman Sufi Foundation on the “*Saaf Bath*” initiative further strengthened its role in improving sanitation by providing clean, accessible public toilets, particularly for women and disabled individuals (Salman Sufi Foundation, 2024).

## **Market Knowledge**

“**PUTTING CONSUMERS FIRST**” is something that the brand believes in. Harpic claims that the compass that they use to guide their direction are first and foremost their customers. In their stakeholders report they write that, ‘*sustainable products, plastics reduction and improved reuse and recycling have moved up the consumer agenda. Awareness of biodiversity and calls for ecosystem protection have also grown. We are responding on all of these fronts.*’ This shows how the brand is aligning itself with the growing customer wants, and we can see this through how proactive it has been in the past. In 2009, the peak of climate discourse the group entered the Dow Jones Sustainability World Index (DJSI World). It was ranked among the top 12 performers in the world in the Carbon Disclosure Leadership Index (Euromonitor, 2024).

When Harpic’s customers provide feedback, it presents an opportunity to improve. Retail specialists offer insights that drive product innovation, and the brand's top 25 customers contribute to about a third of its net revenue.

## **Brand Value**

Harpic, as a brand, believes in change, continuity and greater productivity. Its brand value has been shaped by deepening customer value proposition and setting higher and new standards to satisfy its customers and increase customer excellence. It has promoted brand superiority through brand reinvestment which has opened the path for global growth. Reckitt believes that their highest asset rests in their loyal customers and colleagues.

The Previous CEO, Tahir Malik stated that there is a premium on Harpic, but it is our job to convince them that this is a better value proposition. You go to them, understand their mindset and their challenges and then come back with a proposition (Baig, 2012).

Harpic as a brand relies on customer loyalty and strives for continuous product innovation to maintain the trust of their customers and to produce eco-friendly products to meet their consumer sustainability demands. Its leadership, which is widely global, is defined by market strategies that contribute and shape Reckitt’s and Harpic brand value and brand equity as a whole.

## **Industry Analysis**

### **Overview of Home Care Industry**

The global home care market is expected to reach USD 517.23 billion by the end of 2027 with a CAGR of 7.9% from 2020 to 2027 (Human Care, 2024). Pakistan’s Home Care Industry



contributed Rs. 409.2 billion as of 2023 (*Euromonitor, 2024*). The revenue contribution in the Home Care market in Pakistan is expected to reach USD 2.37 billion by the end of 2024. This market is expected to grow at CAGR 1.47% from 2024 to 2029 (Statistica, 2024).

The home care industry is divided into many categories such as Air Care, Bleach, Dishwashing, Laundry Care, Surface Care, and Toilet Care. In 2023 in Pakistan, only three players, Colgate-Palmolive Pakistan, Unilever Pakistan and Procter & Gamble Pakistan, held double-digit retail value shares in home care (*Euromonitor, 2024*). Post pandemic 2019, consumers are looking for high quality and affordable home care products due to which the demand for disinfectant-based surface care and toilet care products increased substantially.

In Pakistan's home care industry, the toilet care segment had PKR 5.5 billion sales contribution in 2023. Harpic, which is considered the market leader had 78.1% market share in 2023 because of its long-standing dominance in aggressive marketing strategies and diverse product range (*Euromonitor, 2024*).

## **Microeconomic Factors: Porter's Five Forces**

### **Competitive Rivalry**

Harpic faces extensive competition from Unilever's Domex, Peridot's Kiwi, and other domestic brands. The domestic brands are much cheaper but due to Harpic's strong presence on social media platforms and retail markets, it has been able to gain consumer's confidence (*Euromonitor, 2024*). Moreover, a major share of the market is captured by Harpic due to its usage of modern marketing tools such as reaching and engaging customer. However, in recent years in Pakistan, the competition has increased due to increasing production cost, aggressive pricing strategies, change in perception about toilet care product's formulation as 60% of the untapped market uses acids, low priced products from countries such as Thailand and India (*6Wresearch, 2024*).

### **Threat of New Entrants**

The marketing environment in Pakistan is changing as companies are looking for an opportunity to enter in the market because the toilet care segment's retail sales are forecasted to reach PKR 11.7 billion (*Euromonitor, 2024*). Due to Pandemic and recent boycott of companies was on rise due to Palestine and Israel war, the local supermarket, Imtiaz, launched toilet care range; Home Sense which has been enjoying increased demand (*Imtiaz, 2019*). Moreover, toilet care industry has relatively low barriers to entry because of its low cost of production, easy formulation, the production can be in-home manufacturing due to which in Covid-19, every other company was producing toilet care products at affordable prices. However, a major constraint for companies is the brand image since toilet care products are sensitive goods therefore brand equity and image play a great role. (*Refer to Exhibit 6*)

### **Bargaining Power of Buyers**

In today's world, with increasing digital technology and information, consumer have information about brands they are consuming. As consumers standard of living is increasing in Pakistan, the consumers are becoming hygiene conscious day by day. Harpic's market segment can be divided

into two sections; Household which includes women aged 25-50 yrs old and light users and Institutional buyers (B2B) (*Reckitt Benckiser - Harpic Case, 2023*). Consumers prefer Harpic but with the increasing inflation in Pakistan, majority of rural area's consumers prefer local alternatives like phenyl, bleach, and acid due to budget constraint. Due to the recent BDS movement, Harpic has faced a decrease in demand.

### Supplier Power

Since the market is dominated by Harpic, the bargaining power of supplier is low. The formulation of Harpic and other toilet care product is simple as almost the same chemicals are used in manufacturing therefore, many suppliers are willing to manufacture Harpic due to availability of raw materials. Moreover, Harpic has a smooth and resilient supply chain along with the greatest market share in the toilet care industry. It is also very transparent about its manufacturing and suppliers, giving them a more power over suppliers. Given the degree of reputation and brand image, suppliers would never want to lose a mammoth client like Harpic (*Scribd, 2010*).

### Threat of Substitutes

The threat of substitutes is relatively high because 60% of the untapped market still uses bleach and acids due to their belief that it's much cheaper and reliable than branded toilet cleaners (*6Wresearch, 2024*). Moreover, the formation is easy due to which domestic players are selling at much lower prices and providing the same product service. However, nowadays people's focus has shifted to safe products as toilet cleaner products like Harpic are relatively less harmful than acid. Though, there is still high threat of substitutes in rural areas of Pakistan.

### SWOT Analysis

Harpic's SWOT Analysis shows that it has the potential to use its strengths to utilize the opportunities like they can launch their products using their smooth distribution channels in untapped markets. However, Harpic faces a tough competition from local players in terms of price in Pakistan which can constraint its market share growth (*MBA Skool, 2024*).

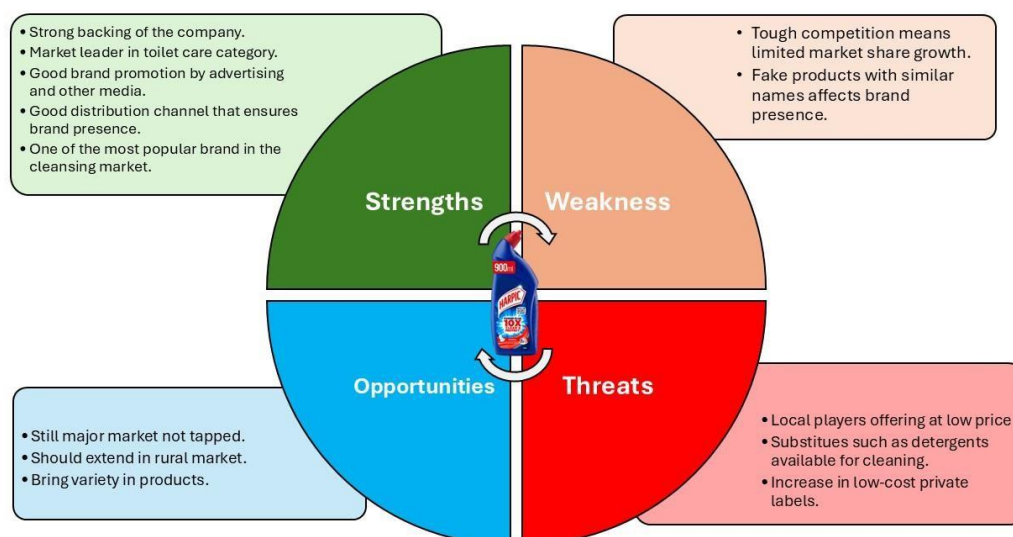


Figure 2: Harpic SWOT Analysis

## Macroenvironment Factors: PESTEL Analysis

### Political Factors

The Home care industry has always been affected by government decisions due to its major contributions in Healthcare sector of Pakistan. The government intervention in home care industry at the time of COVID-19 resulted in increased demand in for all kind of Home care products including Harpic enjoying the greatest market share. Moreover, Pakistan's labor laws are not followed or monitored strictly due to which the industry gets an advantage of producing products with low-cost labor with minimal safety precautions for labor. Till 2023 due to no trade restrictions, the 49 shipments of toilet care products were imported in Pakistan from countries such as United Kingdom, China, and European Union due to which the home care industry had many substitutes for consumers (*Volza, 2024*).

As per World Bank, 68% of the Pakistani don't have access to sanitation products which was causing increase in diseases (*Relief International, 2022*). Therefore, government started the initiative of encouraging the use of home care products through government sanitation programs and teaching hygiene practices due to which the home care industry witnesses a boost in their sales resulting in all time high 26.3% growth level (*Euromonitor, 2024*)

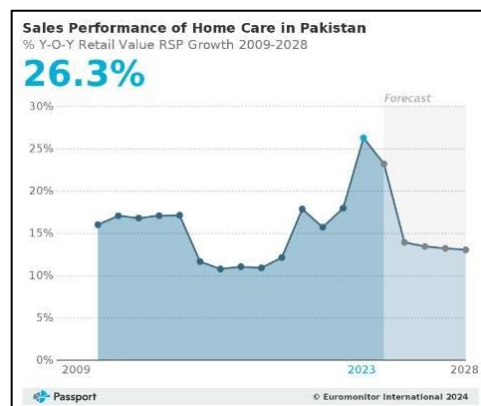


Figure 3: Toilet Care Industry Sales Growth 2023

### Economic Factors

Home Care's Industry is defined consumer good which has everyday use in a person's life thus the economic factors such as inflation greatly affect it. Price sensitivity is high in this industry. In 2022, the taxes will increase on consumer goods due to which the manufactures had to provide major promotions and incentives to boost retail sales. Due to high taxes and manufacturing costs due to increase in the raw materials cost, the brands had to collaborate with online retailers such as Daraz.pk, FoodPanda and Cheetay.pk and provided them with discounts and offers since consumer were opting for online purchases and it was less costly to sell on online platforms rather than retail outlets (*Euromonitor, 2024*). Moreover, during COVID-19, the unemployment level in Pakistan was 34.1% while incomes decreased by 42% (*Warraich, 2022*). Due to this, many people shifted to local alternatives like acids and bleach since the branded home care products were not budget friendly. The rising inflation rate in Pakistan, which is 29.18%, people are forced to buy cheaper alternative thus giving tough time to big brands like Harpic, Domex, and Kiwi (*Statistica, 2024*).

## Social Factors

Home Care products connected to hygiene saw a surge in demand following the Coronavirus (COVID-19) pandemic, which coincided with heightened awareness of the significance of cleanliness and health (*Euromonitor, 2024*). The need for home care goods is rising as a result of shifting consumer behavior and a greater emphasis on household hygiene. Throughout the projection period, increased consumer knowledge of cleanliness and surface cleaning techniques is expected to have an impact on product preferences and purchase decisions (*Euromonitor, 2024*). Moreover, with increased emphasis on advertisement of safe cleaning products, consumers are gradually shifting their purchases to branded home care products since acid and bleach lead to skin diseases and allergies. Moreover, a strong presence of “environmentally friendly” claims across new product launches in home care as consumer demand for convenience and sustainability are driving a shift in product formats, formulations, and packaging (*Euromonitor, 2024*).

## Technological Factors

The manufacturers' innovation investments are aimed at offering a wide range of consumer-desired products since consumer dynamics are changing rapidly and they need new kind of products for arising problems. Moreover, the latest innovation done by brands like Harpic is blocks\* used to eradicate the pungent smell in atmosphere (*David, 2023*). It is an innovative product which has been quite famous in the market due to its easy use and efficiency. Furthermore, the brands have shifted their focus to creating ease and reducing spillovers such as Harpic, Domex, and other big brands introduced nozzle in their bottles. The use of robots in the manufacturing of home care products has increased efficiency and decreased the cost resulting in competitive pricing.

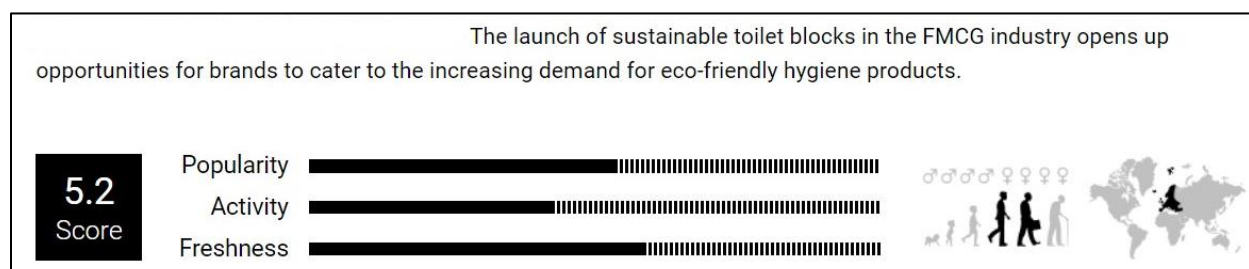


Figure 4: Eco-Friendly Products Trend 2023

## Environmental Factors

The changing environmental aspect has impacted every FMCG, but the most affected one is the home care industry since it's associated with healthcare. Companies are using sustainable and biodegradable packaging to reduce plastic waste and align with sustainable goals. The growing trend of eco-friendly hygiene products and presents an opportunity for brands to tap into the market by offering environmentally conscious alternatives (*David, 2023*). Companies are taking initiatives to contribute for environmental cause such as Harpic started the campaign of “*Safe aur Saaf Pakistan*” which consists of spreading hygiene education in households and highlighted intentions to promote behavioral changes towards cleanliness through advertisements, mass advertising and key opinion leaders, including celebrities, doctors, and other influencers. (*Refer to Exhibit 7*)

## **Legal Factors**

In today's world, a great emphasis is placed on human health and consumer laws, therefore companies are taking precise measures as per the new laws. In Pakistan, there are certain rules and regulations made as per which the home care products should be manufactured like the hygiene products need to have certain amount of Fat percentage with certain grade requirement so that its safe to use (*Pakistan Standards and Quality Control Authority, 2018*). Moreover, home care industry is always under the radar of government because it uses harmful chemicals in the manufacturing of products therefore fines are imposed on mismanagement of waste (*Punjab Portal, 2006*).

## **Brand and Market Dynamics** (*Refer to Exhibit 8*)

The market for toilet care products has been evolving in Pakistan where hygiene and sanitation are a big issue in Pakistan. Retail sales set to grow at a current value CAGR of 16% (2023 constant value CAGR of 7%) over the forecast period to PKR11.7 billion (*Euromonitor, 2024*). With consumers remaining concerned about viral infections, there was a notable increase in the call for products that could ensure cleanliness and hygiene in homes. Leading brand owners capitalized on this trend by communicating the effectiveness of their products in providing 100% germ and virus protection. Harpic established itself as a household name globally and is renowned for its expertise in toilet and bathroom cleaning products. In Pakistan this brand operates in a competitive market but still maintains leading position due to high performance products that meet the diverse consumer demands. Harpic thinks that it is a marketing brand within Reckitt with a specific strategy defining its market dynamics and how they plan to target its consumers. Nevertheless, the main competition that Harpic faces is no other cleaning agent in Pakistan, but they are local acids and chemicals. They are the main competitors, unlike Domex and Kiwi, since Domex is a cleaner that does not cover all the cleaner elements needed for a cleaning agent to be a cleaning agent, such as HCl (Hydrochloric Acid). And Kiwi also has a similar issue as it is not a disinfectant cleaner but only a cleaning agent that provides surface cleanliness to the customer, enhancing the looks and keeping them prone. Harpic believes it is not just a brand selling products but a whole consumer experience that a consumer feels when experiencing the product. This means that if the consumer is satisfied with the product and its qualities, he will not be hesitant to purchase the product again. Regardless of the product's price he will buy it because health is everything for the people. As per the consumer survey, around 54% of customers found Harpic reliable and 30% of people had trust in Harpic's effectiveness.

## **Segmentation, Target, and Positioning (STP)**

Harpic's STP model helps in analyzing how a company can segment its market, target the correct customers, and differentiate its products according to the needs and wants of its customers.

**Target Market:** Initially Harpic's main aim was not just to target a specific market, but to target the whole market in general; however, there is no age group that Harpic caters to. But still demographically it is between 26 and 35 as most people become heads of the household at this age due to marriage. Mainly they target women as in Pakistan mostly women are taking care of the

Value Proposition domestic matters. Harpic's target audience can be categorized into three primary sections based on company's insight:

1. **Households:** This segment includes urban and semi-urban families and especially the middle and upper-middle-class consumers because they prioritize cleanliness and hygiene in their living spaces.
2. **Professional Cleaning Services:** Harpic actively targets businesses that depend on premium-quality cleaning products to meet their service delivery standards.
3. **Health-Conscious Consumers:** Individuals who emphasize hygiene to ensure the wellbeing of their families form a significant part of Harpic's audience.

**Market Segmentation:** Harpic is a commodity good which has segmented its market in many ways like behaviorally, demographically, geographically, and psychographically,

1. **Behavioral Segmentation:** Harpic has been used by customers as per usage like there are heavy users such as Urban households and institutions like hospitals and schools and Harpic Chotu for light users. Harpic is also targeting different households' behavior like Germ-Free, stain removal, and fragrance lovers. As per our survey, there were customers who cleaned washrooms occasionally (5%) like before events like guest arrival, so Harpic is also used there.
2. **Demographical Segmentation:** Harpic targets women mostly, the typical 'housewife' as women look after domestic matters. Moreover, Harpic sprays target the age group such as 20-35 who prefer convenience while 35+ prefers tried and tested products like Harpic cleaner. Moreover, Harpic targets family size too that large SKUs are specifically for large families and institutions whereas small SKUs are for small families or bachelors.
3. **Geographical Segmentation:** Urban households like in Karachi and Lahore etc. are provided with premium and diverse product ranges, while upper rural segments benefit from smaller, more affordable packaging. Harpic is available in all kinds of cities' stores ranging from large superstores like Intiaz and Carrefour to general trade shops. In addition to it, it is also available in online stores.
4. **Psychographic Segmentation:** As claimed by Ms. Adeela, Harpic targets upper-middle class in terms of households due to its price. Moreover, hygiene conscious, eco-friendly, quality conscious, and health and wellness advocates are targeted.

**Positioning:** They initiate their value proposition by explaining it through their tagline, "kills 99.99% germs." Furthermore, this tagline attracts customers for example, when a customer needs carefree health for his family or himself, the ease that he feels after using the product is different, and the germ protecting experience that he gets will make him more attracted to the product and not just be a one-time use of the product. Harpic's value proposition also revolves around delivering exceptional cleaning performance that prioritizes health eliminating germs, stains, and odors. The brand emphasizes hygiene and offers products that cater to a wide range of consumer needs from quick cleaning solutions to intensive germ-killing formulations.



### **Pricing Strategy and Factors Impacting Brand's Price** *(Refer to Exhibit 8)*

Reckitt adapts value-based pricing to fix Harpic's prices; as the company believes it's delivering superior cleaning solution to consumers, as a brand. Its premium value is reflected in its high price, which also results in consumers not opting for Harpic as their choice of brand. That said, there are multiple factors that actually dictate the pricing strategy. For Harpic, competitor landscape is majorly disregarded as there aren't many premium quality toilet cleaning products available in the market. "Tezab" is an option; while it has a very cheap price, it does not provide the best quality and hygiene. However, people tend to buy it as toilet cleaning products are not that high of a priority for people to invest in. This can be said because the company also analyzes the geographic markets according to the competition. While other alternatives aren't the best, there's still a lot of competition. So, Harpic's price is set to balance the premium quality that the brand provides. The promotional offers fluctuate the price occasionally.

Moreover, it is also dependent on consumer's willingness to pay. According to Ms. Adeela, "there are some very loyal consumers" who choose Harpic and, are willing to pay more because of the hygiene they are acquiring and the cleanliness Harpic is providing them. Ms. Adeela also mentioned that the product range of Harpic plays an important role in pricing, as the various options attract the consumer to choose from Harpic's variety. Some factors, like the cost of raw materials like surfactants that are utilized in the making of the product make it expensive, as well as the raw materials that are imported to manufacture and turn it into finished good. These numerous factors dictate the pricing strategy.

### **Channel Structure** *(Refer to Exhibit 8)*

Harpic has a widely distributed multi-channel. Mainly it has two forms of trades. These are traditional and modern trades.

In traditional trade, Harpic products are distributed through stores such as grocery stores, local retail stores and pharmacies and other outlets that sell cleaning supplies. Harpic focuses its trade strategy mainly on accessibility. The stores mentioned cater to areas in rural and urban regions, and this helps ensure that Harpic is widely available to a number of different people, based on demographics. This is a good strategy for Harpic, as its goal is to make sure Harpic products are available and offered easily even in areas where infrastructure might be lacking.

Harpic treats its accessibility as a form of key performance indicator (KPI). It uses it to analyze and evaluate how efficiently the products are being offered to different geographical regions. The other type of trade Harpic uses is modern trade. In this type of trade, the brand focuses on consumer experience and a good presentation of its products so it can attract more consumers. This is widely done through supermarkets and hypermarkets where Harpic's products can be placed in a way that's organized and clean.

Moreover, this also includes department stores where customers who prefer good promotions and a better shopping experience usually shop there. This is usually done by brands such as Harpic and many others by using banners, point of purchase displays which are essentially poppers and other methods to increase their visibility to consumers. Unlike traditional trade, in modern trade it's

more focused on a superior consumer experience and premium shopping experience which creates an image of the quality brand of Harpic in a consumer's mind.

Moreover, Harpic also uses Ecommerce to reach areas where modern and traditional trade might not do so. The brand recognized the speedy advancement of online shopping experience and has invested in expanding its distribution. This is mainly to other ecommerce platforms that may help Harpic reach consumers effectively and largely. Their products can be found on various websites such as Daraz etc. and this sort of channel is particularly useful to the youth who are tech savvy. This is also an important feature for consumers who want a convenient shopping experience and easier home delivery. Furthermore, it's known that Ecommerce can provide many other benefits such as attracting new consumers through digital marketing campaigns and more.

Wholesale channels are also used to play a part in Harpic's distribution of its products. Traditional trade is highly effective, however there might be areas where it's difficult to ensure availability. Therefore, wholesale channels are useful as products and supplies can easily be transported to these areas in large or bulk to small containers.

Harpic has been successful in distributing its products to several rural and urban areas, signifying its promise to make accessibility and product availability a priority. It has maintained a superior position in cleaning products by effectively combining wholesale, traditional and modern trade and ecommerce.

### **Promotional Mix** *(Refer to Exhibit 8)*

Harpic Pakistan uses a comprehensive promotional mix that includes traditional, digital, and experiential marketing to engage its target audience. At the heart of its strategy is the use of TV campaigns, which use the credibility of celebrity endorsements to enhance brand appeal. Faisal Qureshi, a well-known and trusted figure, is featured in Harpic advertisements, reinforcing the product's promise of effective germ elimination. In their advertisements, celebrities are seen visiting people's home, informing them about the product's superior quality. Using the source credibility model, Harpic has utilized celebrity ambassadors like Ahsan Khan, with Ayeza Khan becoming the first female brand ambassador for Harpic (Dawn, 2022).

Along with television, Harpic engages with more digitally savvy consumers through digital marketing channels like YouTube and Instagram. Educational tutorials and product usage videos are combined with targeted ads on e-commerce sites as their digital strategy to build a more personalized experience capable of increasing engagement and subsequent sales.

Harpic also relies on extensive sales promotion practices that provide for product trials and repeat purchases. Some of these include point-of-sale displays that attract attention in the store setting, free samples to reduce risk for new customers, and discount offers to attract price-conscious buyers. Furthermore, their Point of Marketing Entry (POME) programs focus on key customer touchpoints, positioning Harpic as the preferred solution for germ elimination at moments of need. Their POME strategy involves a team of experts conducting door-to-door demonstrations, using cloth samples to showcase how effectively Harpic eliminates germs. This aims to target new customers, appealing to them by showcasing Harpic's premium quality.



While Harpic does not heavily invest in traditional public relations (PR), the brand compensates by focusing its efforts on impactful and measurable marketing channels. This strategic allocation of resources ensures that Harpic's promotional activities are targeted and effective. By coordinating its messaging across TV, digital platforms, in-store promotions, and door-to-door drives, Harpic utilizes integrated marketing communication. This blend of messaging ensures that Harpic's communication is consistent, thereby enhancing brand recall and consumer trust.

In general, the promotional mix of Harpic Pakistan is a combination of marketing principles with a deep understanding of its target market. Through traditional reach, digital precision, and experiential engagement, the brand has communicated the value proposition of premium quality to gain its leadership position in the market.

Overall, Harpic Pakistan's promotional mix effectively combines marketing principles with a deep understanding of its target market. By blending traditional reach, digital precision, and experiential engagement, the brand successfully communicates its value proposition of premium quality, solidifying its leadership position in the market.

### **Consumer Survey** *(Refer to Exhibit 9)*

The Consumer Survey results somewhat resonated with the Brand Manager's claims. It had three variables; Brand Reinforcement, attitude towards ad as overall, and memorable on which the Brand (Harpic) was assessed. Our results showed that on the scale of 7, the respondents rated Harpic as a brand, on average 3.32, which is quite low as compared to what Harpic was perceived in previous years and this is mainly due to the BDS movement as claimed by the Brand Manager. Moreover, there is a limitation that the sample size of survey is quite small and therefore, more study and variables need to be studied to get a holistic perception about Harpic's Brand recognition. Harpic has been one of the toilet cleaners which took the initiative to do a marketing campaign through famous celebrities and through our consumer survey, the respondents rated Harpic's overall ad 3.6 and in terms of memorable, 3.31. This is quite justifiable since most of the respondents claimed that Harpic delivers the importance of hygienic toilet in an interesting way and the ad evokes a kind of "Satisfaction" as the practical usage is shown, but the advertisement is not appealing due to its nature of product. The histogram analysis showed that around 92% of the respondents rated the brand, 4.33, which shows that Harpic has strong brand image and is perceived well in consumer's mind mainly due to strong claims in its advertisement to which most of the customers agreed. Moreover, 66.7% respondents stated that as compared to other brands, the price of Harpic is justified given the fact that it is an effective cleaning agent and provides hygiene and sanitation. Moreover, usage (81%) is quite similar to brand's market share (71.5%).

After observing in-depth results about consumer perception about advertisement, it can be observed that mean response for ATA overall was 3.30 whereas, the mean response for ATA memorable was 3.6. The mean response for ATA memorable was higher than the mean response for ATA overall which seems justifiable result since customers found the advertisement less appealing, interesting, and attractive since many customers gave their opinion that the concept of washroom shown in advertisement is not appealing and the message can be delivered in another way. However, in terms of learning and remembering the ad, it was relatively easy for them since

according to them, advertisement was easy to understand and remember. Along with it, the claims made in advertisement was quite justified and true because, the customers perception about the product was that it provided cleanliness and was eco-friendly which is advertised in Harpic's ad. Delving deeper into the ATA, customers were more interested in how the product worked and whether it showed the same results or not since this product is a commodity good. Around 25% of customers responded that they bought Harpic because of the celebrities shown in the advertisement which could mean that some customers are influenced by celebrities too, which means that Harpic does effective marketing campaigns. For combined ATA, the highest frequency of responses lies between 3.55 – 4.29 while for brand reinforcement, the range is 3.27 – 4.34. The combined ATA result show that customers are (61.7%) familiar with Harpic as a brand that they would buy it without watching any advertisement due to the high reliability of the brand and its effectiveness. This rating can further be validated through the 85% of customers responding to it as a powerful cleaning brand.

### **Regression Results**

As per the regression results of the consumer survey, it can be concluded that the 15.1% variation in brand reinforcement is explained by ATA overall, and ATA memorable which is not an appropriate number since it means that ad doesn't affect the brand perception, and the variables are 84.9% independent. However, the value of adjusted R-squared suggests that model is not very strong. Moreover, the F-statistic 5.108 tells the overall significance of the model and significance value is 0.0091 ( $p \text{ value} < 0.05$ ) which means that the overall model is statistically significant and at least one independent variable significantly predicts Brand Reinforcement. As per significance, ATA overall t-statistic was 0.0036 ( $p \text{ value} < 0.05$ ) which means this is a statistically significant variable whereas ATA memorable (0.946) is not a statistically significant.

### **Correlation Results**

Correlation determines the relationship and its strength between the independent and dependent variables. The correlation between Brand Reinforcement and ATA overall is positive 0.389 (or 38.9%) which is moderate level relationship which means that the ad features affect the brand perception at a moderate level which suggests that company should work on their ad's features to increase the brand perception. Moreover, the correlation between brand reinforcement and ATA memorable is positive 0.1207 (or 12.07%) which is a very weak relationship which means that remembrance of ad affects brand perception at a very low level. This suggests that the company needs to make ad more memorable. Furthermore, the correlation between ATA overall and ATA memorable is positive 0.289 (or 28.9%) which is a moderate level relationship. To conclude, the three variables have moderate or weak correlation highlighting the need for working on brand's ad.

## **Exhibit 1: Company Information**

### **Basic Information**

Reckitt Benckiser is a British-Dutch multinational FMCG headquartered in Slough, United Kingdom, and Hoofddorp, Netherlands. It is a producer of health, hygiene and nutrition products. The company was formed in 1999 by the merger of British company Reckitt & Colman plc and Dutch company Benckiser N.V. (Wikipedia, 2024). Reckitt began its operations in Pakistan in 1950 and the current Chief Executive Officer is Kashan Hassan (Business Recorder, 2020).

### **Vision**

Reckitt's vision is a world where people are healthier and live better. This is also reflected in their values, strategies and history.

### **Purpose**

"At Reckitt, we're united by a single, shared Purpose: to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world." (Code of Conduct)

**Compass (values)** We always aim to act responsibly and with integrity. We believe that doing the right thing for the world is also what's right for our business. Our compass guides how we act – as individuals, as teams, and as a company. At its heart is the principle of always doing the right thing, by putting people first, seeking out new opportunities, striving for excellence and building a culture of shared success (*Reckitt, 2024*).

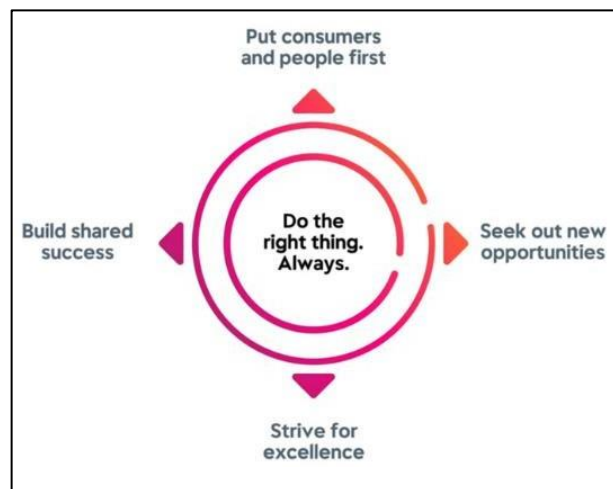


Figure 5: Reckitt's Compass (Source: (Reckitt, 2024))

## **Exhibit 2: Company Product Line**

### **Current Product Line**

Reckitt has 3 brands to categorize their products:

1. Hygiene
2. Health
3. Nutrition

### Hygiene Products

Hygiene is the foundation of health. Across the globe, people trust our innovative, market-leading products to tackle germs, pests, dirt and odors, and to keep their loved ones healthy.

Air Wick	Calgon	Cillit Bang
Finish	Harpic	Lysol
Mortein	Vanish	Woolite

### Health Products

Good health is at the heart of good wellbeing. All over the world, people trust our brands to meet their self-care, personal hygiene and intimate wellness needs.

Airborne	Clearasil	Dettol	Durex
Gaviscon	Move Free	Mucinex	Neuriva
Nurofen	Strepsils	Veet	

### Nutrition Products

We seek to protect, heal and nurture by providing the highest-quality nutrition through various stages of life.

Enfamil	Nutramigen
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## Exhibit 3: Harpic Range



Figure 5.1: Harpic Bathroom and Toilet Cleaner



Figure 5.2: Harpic Active Fresh



Figure 6.3: Harpic Toilet Block

## Exhibit 4: Harpic Promotional Activities



Figure 6.1: Ayeza Khan as Harpic's New Face (Source: (ProPakistani, 2022))



Figure 6.2: Fahad Mustafa, Faysal Qureshi, and Ahsan Khan as Harpic Advertisement Faces (Left to Right) Source( (BizToday, 2018))



Figure 6.3: Harpic's Partnership with Salman Sufi Foundation Source (Salman Sufi Foundation, 2024)



Figure 7.4: Harpic Bachat Offer In-Store (Source (Naheed Superstore, n.d.))

## Exhibit 5: Harpic and its Competitors



Figure 7: Kleen, Domex, Harpic, and Mr. Muscle (Left to Right)



### Exhibit 6: Imtiaz Home Sense Range



Figure 8: Imtiaz Supermarket Home Sense Range (Source: (Imtiaz, 2019))

### Exhibit 7: Harpic Mission



Figure 9: Harpic's Mission Safe aur Saaf Pakistan

## Exhibit 8: Consumer Survey Graphs and Results

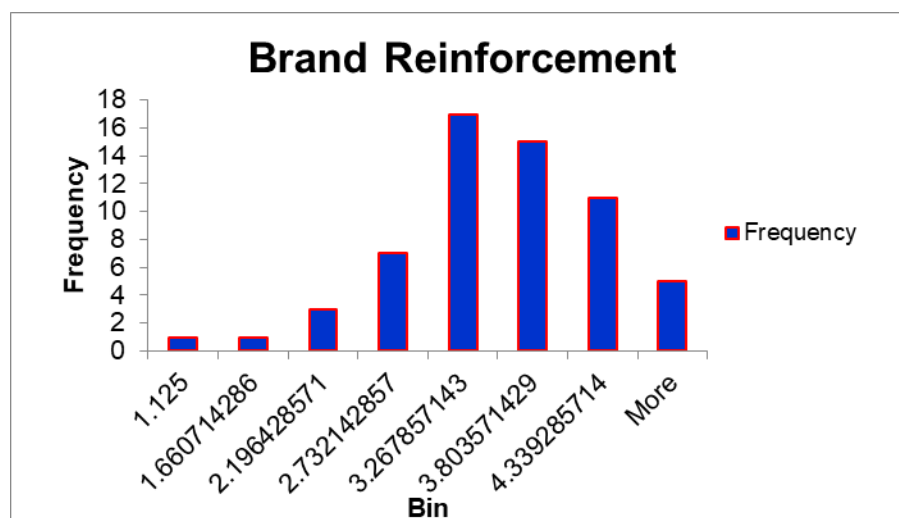


Figure 10: Brand Reinforcement Frequency, Source (Consumer Survey, Harpic)

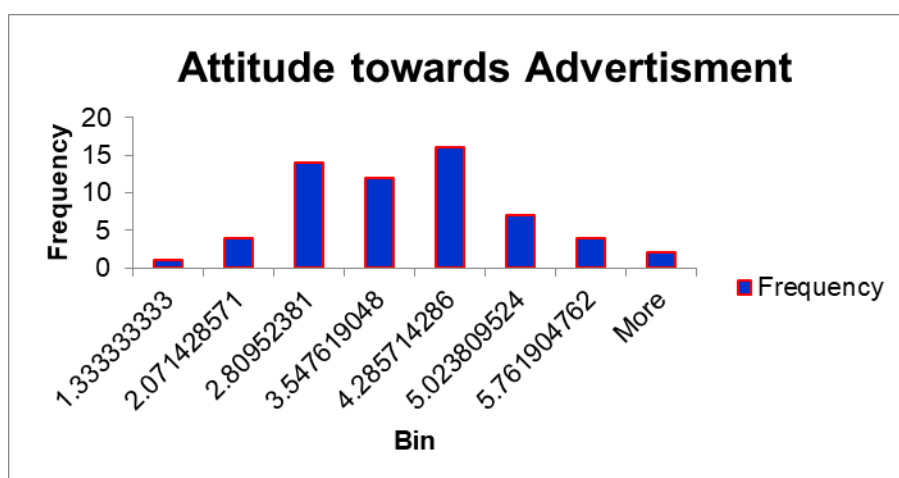


Figure 11: Attitude Towards Ad Combined Frequency, Source (Consumer Survey, Harpic)

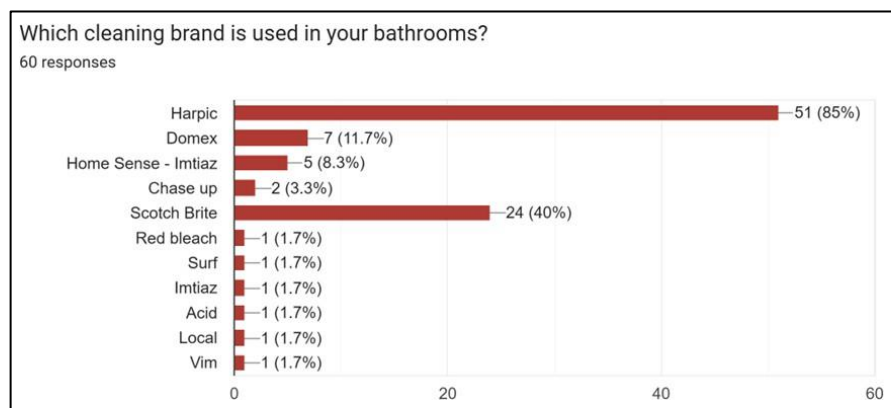


Figure 12: Brand Usage in Bathroom Cleaning, Source (Consumer Survey, Harpic)

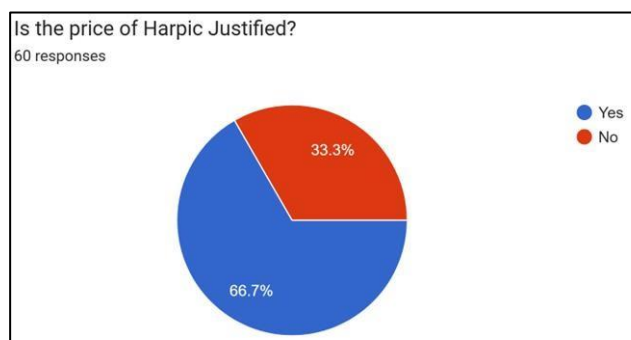


Figure 13: Price Justification for Harpic, Source (Consumer Survey, Harpic)

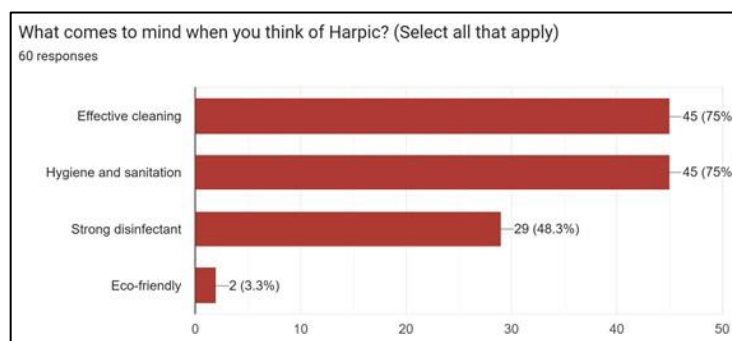


Figure 14: Harpic Message Interpretation, Source (Consumer Survey, Harpic)

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.38986377							
R Square	0.15199376							
Adjusted R Square	0.12223916							
Standard Error	0.72880086							
Observations	60							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	2	5.426493968	2.713246984	5.10824335	0.009106948			
Residual	57	30.27558937	0.531150691					
Total	59	35.70208333						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.54868863	0.303208885	8.40571882	1.4623E-11	1.941523314	3.15585395	1.941523314	3.15585395
X Variable 1	0.20888706	0.068728558	3.039305106	0.00357652	0.071260493	0.34651362	0.071260493	0.34651362
X Variable 2	0.00483569	0.071357974	0.067766594	0.94620859	-0.13805619	0.14772757	-0.138056192	0.14772757

CORRELATION			
	Column 1	Column 2	Column 3
Column 1	1		
Column 2	0.38977614	1	
Column 3	0.12069189	0.289345041	1
	BR	ATT(Overall)	ATT(Memorable)
BR	1		
ATT(Overall)	0.38977614	1	
ATT(Memorable)	0.12069189	0.289345041	1

Figure 15: Regression and Correlation Results, Source (Consumer Survey, Harpic)



### Contribution

Name	ERP	Contribution	
		Module 1 and 2	Module 3 G 4
Adeena Ahmed	24935	Company Background	Market and Brand Dynamics
		Brand Information	
		Competitive Advantage	Consumer Survey Results
		Industrial Analysis	
		(Editing of Document and pictures added)	
Anousha Ali	28570	Vision, Purpose, Compass	Pricing Strategy and factors affecting it
		History of Brand	
		Current Product Line	
Iman Zehra	28663	Sustainability	Promotional Mix
		Market Knowledge	
		UVP	
Muneeb Ahmad	28658	Promotional Activities	-
Zainab Rehan	28642	Competition	Channel Structure
		Brand Value	

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