

**THE SOUTH INDIAN CULTURAL ASSOCIATION
SENIOR SECONDARY SCHOOL NO. 2**

SCHEME NO. 54, INDORE



BUSINESS STUDIES PROJECT

CASE STUDY ON FMCG PRODUCT:

Pears[®]
— EST. 1807 —

**As a partial fulfillment of the requirement for the
Central Board of Secondary Education (CBSE)**

Prepared By:

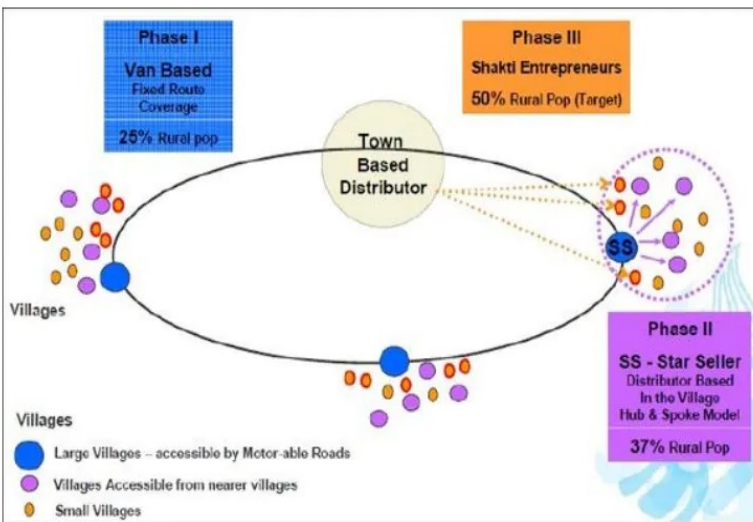
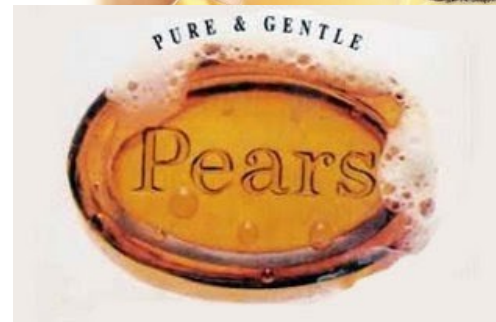
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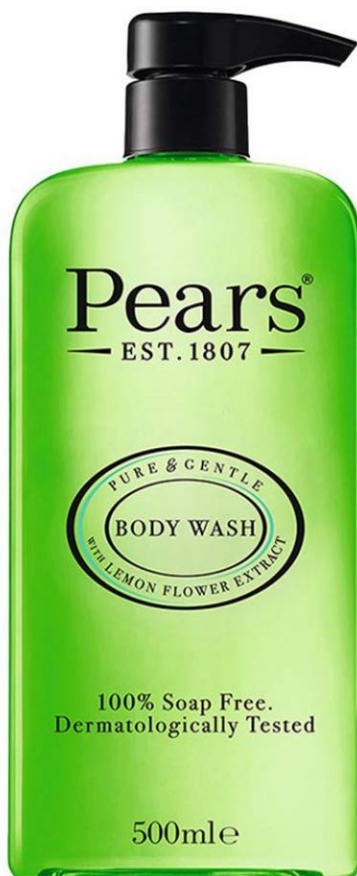
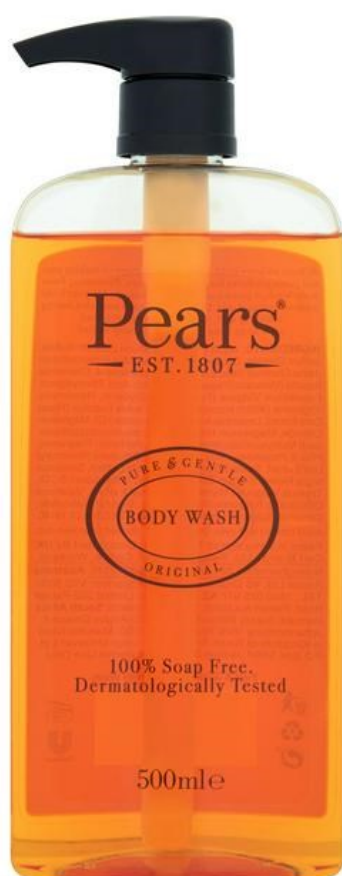
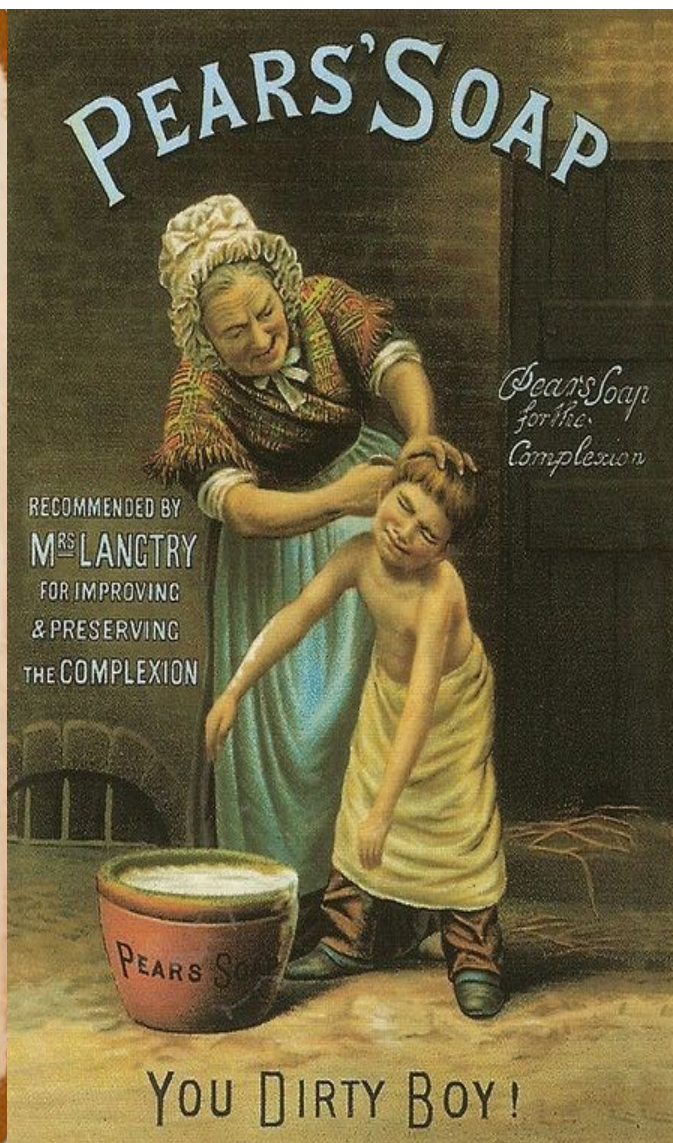
Class:

Guided By:

Pears®

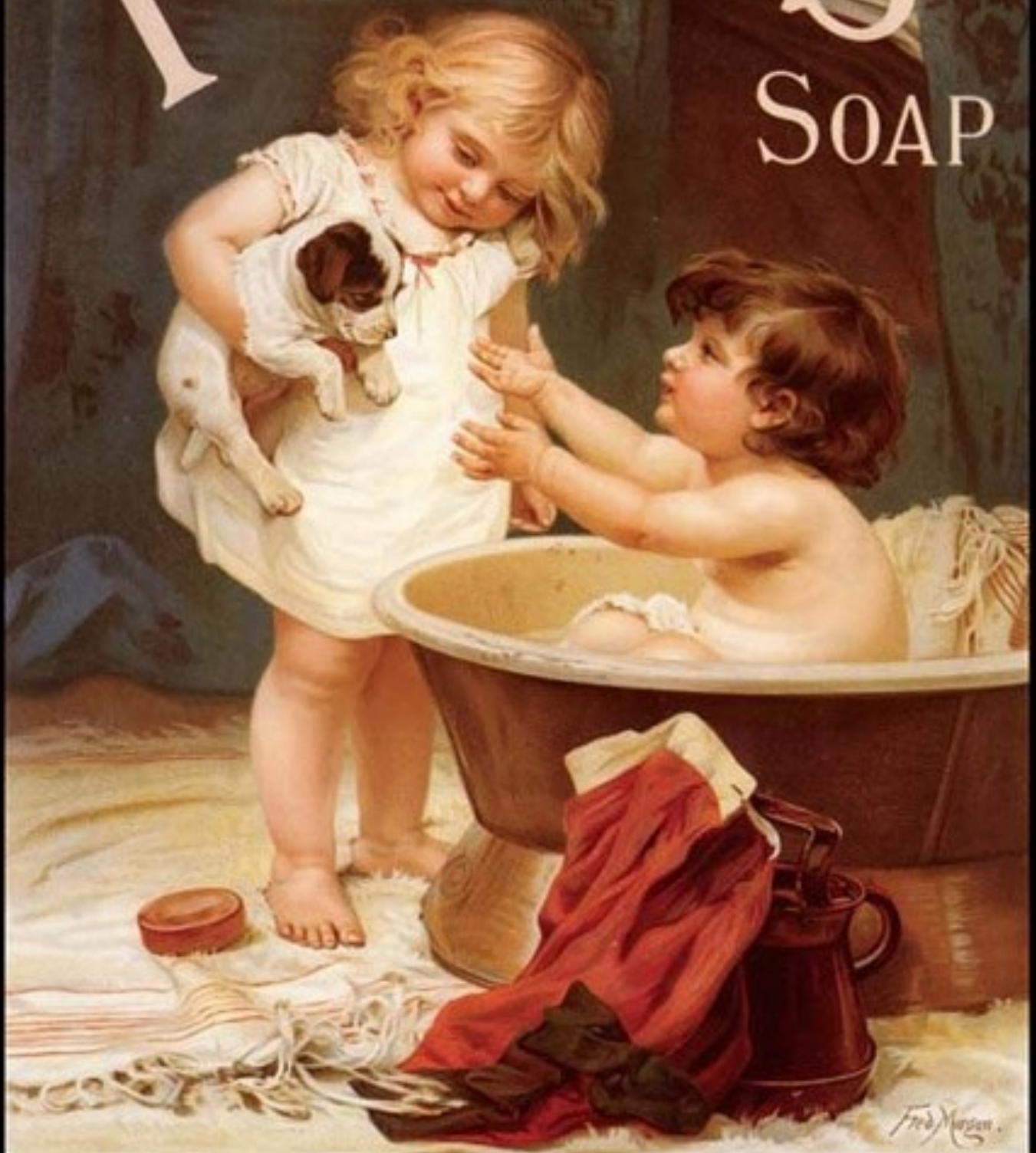
Look young.
Stay young.





PEAR'S

SOAP



Fred Morgan.



Hindustan Unilever Limited

100%

more
glycerine*

*vs Grade 1 Soap



Phase 1A: Van based direct (fixed route) coverage for large villages (pop. 50,000)

Phase 1B: Indirect coverage model; distributor based in large village to supply to smaller nearby villages

Phase 2: Operation Streamline (Star Sellers)

Phase 3: Project Shakti for smaller villages (<2000 pop.)

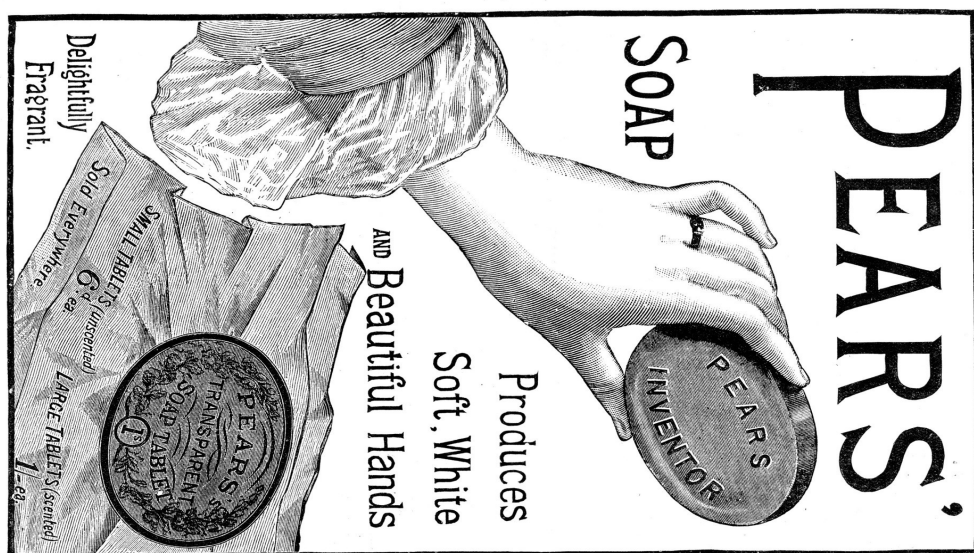
Pears[®]

TRANSPARENT SOAP

Dermatologist tested

INGREDIENTS

Sorbitol, Aqua, Sodium Palmate, Sodium Stearate, Sodium Palm Kernelate, Sodium Rosinate (May cause sensitization by skin contact), Propylene Glycol, Sodium Lauryl Sulfate, PEG - 4, Alcohol, Glycerin, Parfum, Sodium Chloride, Sodium Metabisulfite, Etidronic acid, Tetrasodium EDTA, BHT, CI 12490, CI 47005, Benzyl Benzoate, Benzyl Salicylate Cinnamal, Eugenol. Avoid contact with eyes. If contact occurs flush thoroughly with water. Do not use on inflamed or broken skin. If irritation occurs, discontinue use.



PEARS' SOAP

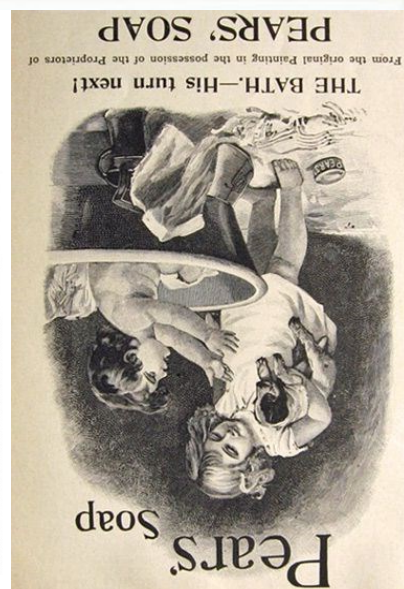
Produces Soft, White AND Beautiful Hands

Delightfully Fragrant.

Sold Everywhere

SMALL TABLETS (unscented) 6d ea

LARGE TABLETS (scented) 1/- ea



PEARS' SOAP

THE BATH.—His turn next!

From the original Painting in the possession of the Proprietors of

Pears' Soap

Only Pears
lets you see
how pure it is!

Hold a tablet of Pears up to a light—and see right through it. That's how pure Pears is. So pure it's ideal for young and old alike . . . right for the most sensitive skin.

-lets your skin feel how good it is

Pears—with its subtle, fresh fragrance—does more than gently, thoroughly cleanse. Washing with Pears invigorates . . . leaves your complexion, your whole skin freshened and refreshed.

For years Pears has been scarce but now there's plenty for all. And notice how economical it is, how many washes and baths you get from one tablet!

PEARS TRANSPARENT **SOAP**

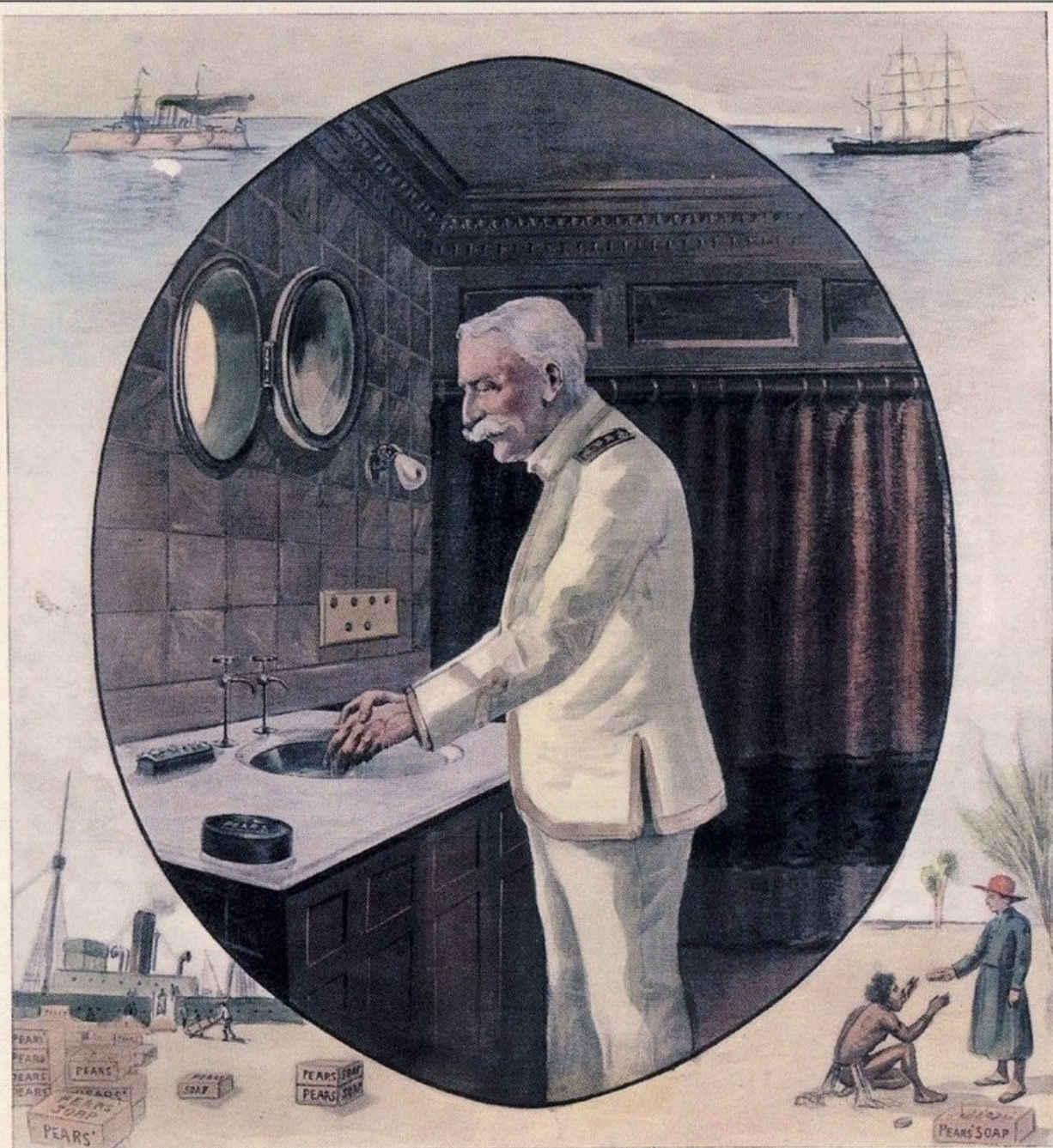


PEARS TRANSPARENT **SOAP**

ONLY 10d

TP/313/1907/6

Pears[®]
—EST. 1807—



The first step towards lightening

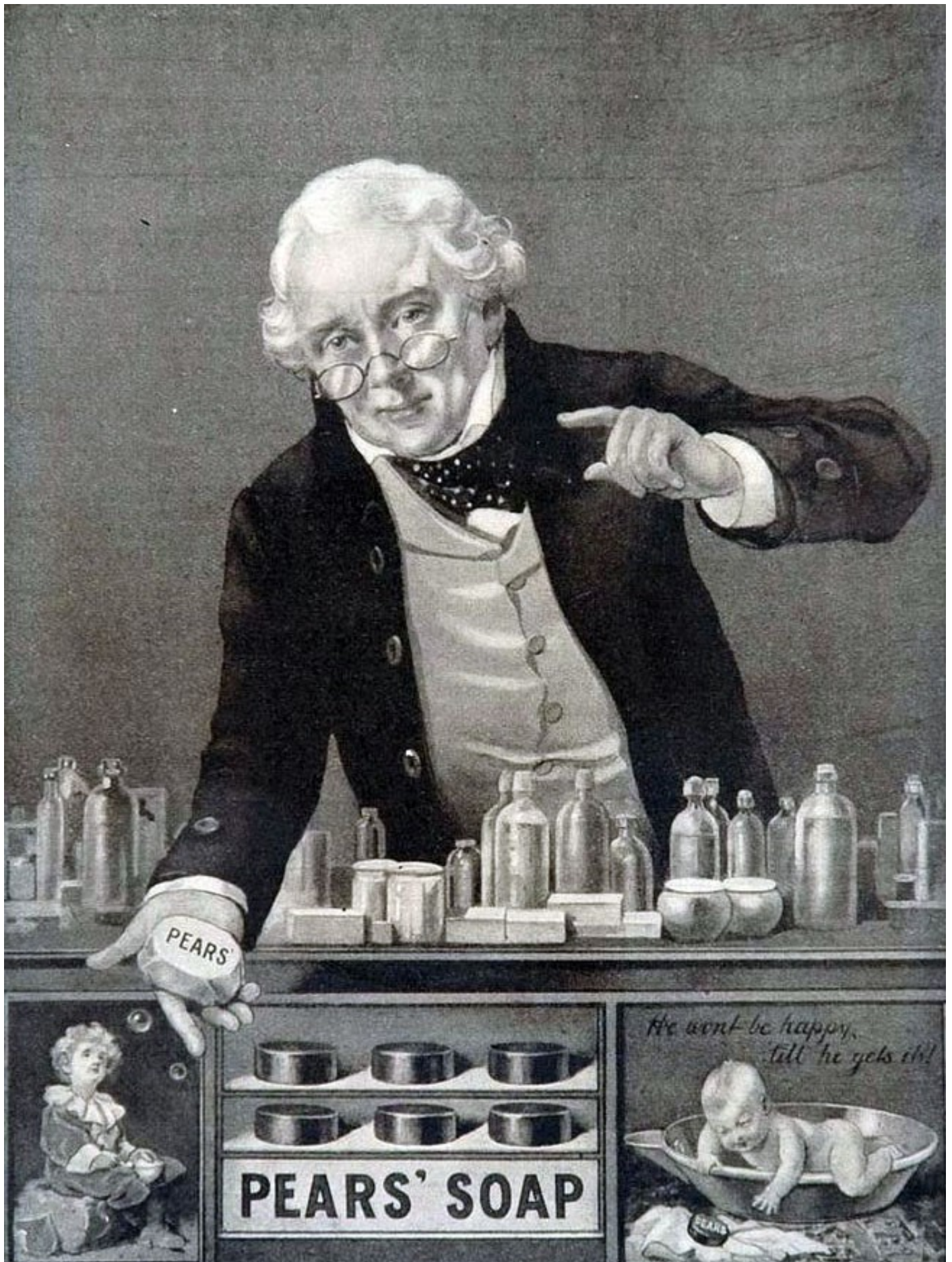
The White Man's Burden

is through teaching the virtues of cleanliness.

Pears' Soap

is a potent factor in brightening the dark corners of the earth as civilization advances, while amongst the cultured of all nations it holds the highest place—it is the ideal toilet soap.

Andrew Pears



Every cake of the genuine
is stamped thus:



Do not be imposed upon by
injurious imitations.

Pears'

obtained the only

Grand Prize

awarded solely for toilet soap at the

Paris Exhibition, 1900

This is the highest award obtainable for anything.