

A Feasibility Report on Launching face massager for men and women in Mumbai

Submitted by
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Report 1

Background

Mumbai being a hub of employees, many are facing mental and physical stress which has to be relieved. Mainly student and software engineers. In this context, it is proposed to release a face massager to the market.

Purpose

To analyse the feasibility of releasing a face massager product to the market at Mumbai.

Terms of reference

Letter no 69, dated 16 April 2020, from Mr. Arul Loganathan, Sales executive Mumbai to Mr. Bharathnag, HR Manager, Hermes Cosmetics Pvt. Ltd. Mumbai directing to submit the report on or before 30 November 2020.

Work done

- 1) A survey has been taken on the composition of students attending online classes.
- 2) A survey has been taken on the composition of employees / working class individuals.
- 3) out of that it was analysed the population who would prefer our product.
- 4) Many student & employees were questioned on how they would relax and their self care practices were noted.

Finding

- 1) There are many students undergoing online classes and are finding it very stressful.
- 2) Employees are not finding it comfortable to work from home. they lack the ambience.
- 3) the expenditure is reduced on leisure things due to pandemic, lockdown due to its impact Hence fairly a population would be willing to purchase our product.

Recommendation

- 1) It is highly recommended to bring the relaxing machine to the Mumbai market.
- 2) It would be a success if the products are affordable by most of working class individual.
- 3) It is believed to have a higher reach if the product is advertised by youtube celebrities. It would also be a cheaper option than traditional method or reaching out Bollywood celebrities to promote our product.

Note of dissent : Nil