

# Comprehensive Digital Marketing Project Work



# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

## COMPANY/TOPIC for project: HIMALAYA HERBALS

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

**Brand Colours:** Green, Orange, White.

**LOGO:** The logo for Himalaya Herbals features the word "Himalaya" in a bold, dark green font with a stylized orange and white mountain peak graphic to its left. Below "Himalaya", the word "HERBALS" is written in a smaller, spaced-out, dark green font.

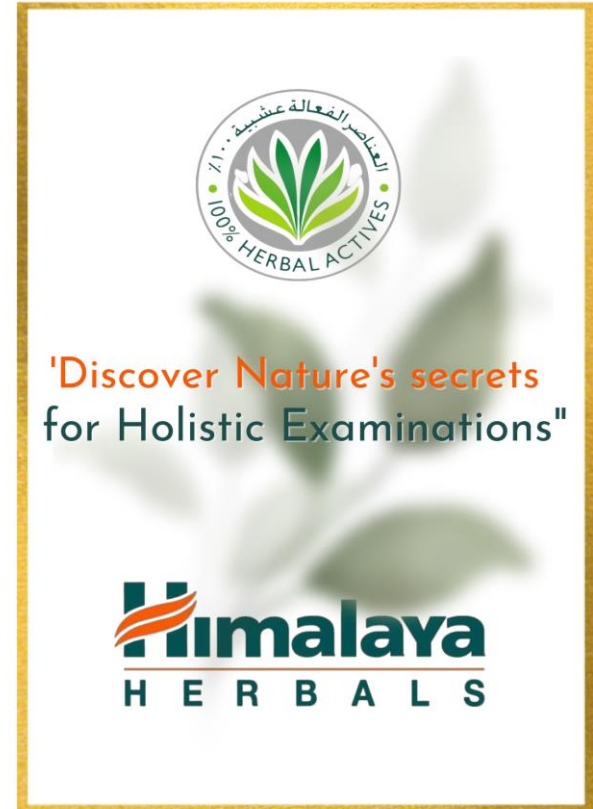
**Mission/Values:** Himalaya Herbals is an organization gaining practical experience in home grown medical services and individual consideration items. Their central goal is to give top caliber, safe, and reasonable home grown items that join Ayurvedic standards with current science. They esteem natural greatness, exploration and advancement, supportability, consumer loyalty, and social obligation. They focus on utilizing home grown fixings, leading logical exploration, rehearsing maintainability, fulfilling clients, and rewarding society.

**USP:** The USP of HIMALAYA HERBALS is Known for offering quality and fresh products.

**TAGLINE:** We are what we eat

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Analyze Brand Messaging:** Himalaya Herbals' image investigation features its message of embracing nature's decency for all encompassing health. The brand underlines regular arrangements, maintainability, and moral practices, upheld by a legacy of skill. With worldwide reach and neighborhood variation, Himalaya Herbals is known for its dependability, openness, and reasonableness, making it a main player in the normal and natural health industry.
- **Examine the brand's tagline:** "Discover Nature's Secrets for Holistic Examination"



# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

**Competitor 1:** <https://www.dabur.com/>

**USP:** Dabur is the world's largest Ayurvedic and natural health care company based out of India.

**Communication:** User generated content , lots of including health supplements, personal care items, and home care products.

**Competitor 2:** <https://www.patanjaliayurved.net/>

**USP:** Patanjali sells only Ayurveda based products in food, cosmetics and FMCG.

**Communication:** Patanjali has a vast range of products, including health supplements, personal care items, food products, and herbal medicines.

**Competitor 3:** <https://www.emamilttd.in/>

**USP:** Products that cater to niche segments

**Communication:** User generated content , including personal care items, healthcare products, and edible oils.



# SIMILAR WEB

## PATANJALI

**similarweb**

patanjaliayurved.net VS. +

June 2023

### patanjaliayurved.net

patanjaliayurved.net - india's best website to buy wide range of herbal products of patanjali [Show more](#)

Global Rank  
# **57,914**  
▼ 2,042

Country Rank  
# **4,877**  
▼ 799  
India

Category Rank  
# **38**  
▼ 6  
Health > Health - Other (In India)



Want to validate your site's metrics?  
[Connect your Google Analytics](#)

Total Visits <b>892.0K</b>	Bounce Rate <b>59.91%</b>
Pages per Visit <b>4.07</b>	Avg Visit Duration <b>00:02:57</b>

Company	Patanjali Ayurved
Year Founded	2006
Employees	> 10001
HQ	India, Haridwar
Annual Revenue	> \$1.0B
Industry	<a href="#">Health &gt; Health - Other</a>

**similarweb**

## DABUR

**similarweb**

dabur.com VS. +

June 2023


### dabur.com

dabur is one of the best ayurvedic & natural health care company in india. dabur india is also one of [Show more](#)

Global Rank  
# **187,420**  
▼ 41,718

Country Rank  
# **18,676**  
▼ 5,653  
India

Category Rank  
# **158**  
▼ 49  
Health > Health - Other (In India)



Want to validate your site's metrics?  
[Connect your Google Analytics](#)

Total Visits <b>321.3K</b>	Bounce Rate <b>57.53%</b>
Pages per Visit <b>2.33</b>	Avg Visit Duration <b>00:04:57</b>

Company	Dabur
Year Founded	1884
Employees	5001 - 10000
HQ	India, New Delhi
Annual Revenue	> \$1.0B
Industry	<a href="#">Health &gt; Health - Other</a>

**similarweb**

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

## HIMALAYA HERBALS:

### 1.Sarah Health-conscious:

A 30-year-old yoga instructor with a holistic lifestyle. She seeks natural and herbal solutions, values sustainability, and prefers transparent and ethical brands.

### 2.Alex Natural Enthusiast:

A 25-year-old student and part-time freelancer exploring natural remedies. They seek affordable, effective, and simple solutions and may have doubts about the effectiveness of herbal products.

Both personas prefer online shopping and are interested in herbal skincare, stress relief products, and multi-functional items. Himalaya Herbals can target these personas with tailored marketing and product offerings to meet their needs.

## Buyer's/Audience's Persona

### DEMOGRAPHICS:

- Age range:30
- gender:female
- marital status: married
- location: Delhi
- income: 3,00,000per annum
- education: M.Sc Computer's

### PROFESSIONAL INFORMATION:

- Job title/role
- career path
- company sizeindustry
- what types of tools do they use regularly?
- how success measured ?

### VALUES AND FEARS:

- What do they value in their professional life?
- What is important to them when considering products?
- What objections might they have?
- what drives their decision-making process?

**Himalaya**  
HERBALS



### GOALS AND CHALLENGES:

- What are their professional and career goals?
- How does your product or service fit into their goals?
- How can you help solve challenges and meet goals?

### INFORMATION GATHERING:

- How do they get their information?
- How do they communicate?
- What media do they consume?
- Are they members of organisations?

### OTHER QUESTIONS TO CONSIDER:

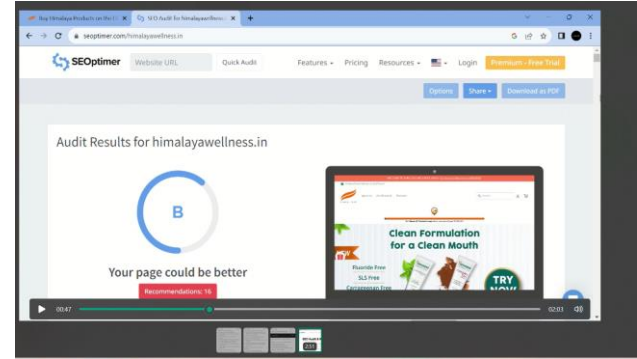
- Are they going to be a good fit to work with your team?
- Is their organizational structure going to connect with yours?
- Do they have the budget?

## Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website.

The simple SEO audit optimization review agenda for Himalaya Herbals incorporates the accompanying central issues:

1. Direct watchword examination to recognize significant catchphrases for items and administrations.
2. Streamline on-page components like title labels, meta depictions, headers, and alt labels with designated watchwords.
3. Make superior grade, remarkable, and useful substance connected with Himalaya Herbals' contributions
4. Guarantee the site is dynamic for a positive client experience.
5. Upgrade site speed by lessening load times and further developing execution.
6. Deal with specialized Web optimization angles, like fixing broken interfaces and carrying out accepted labels.

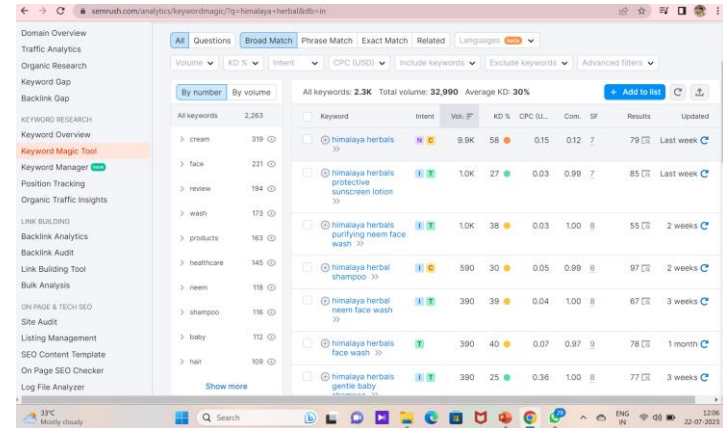
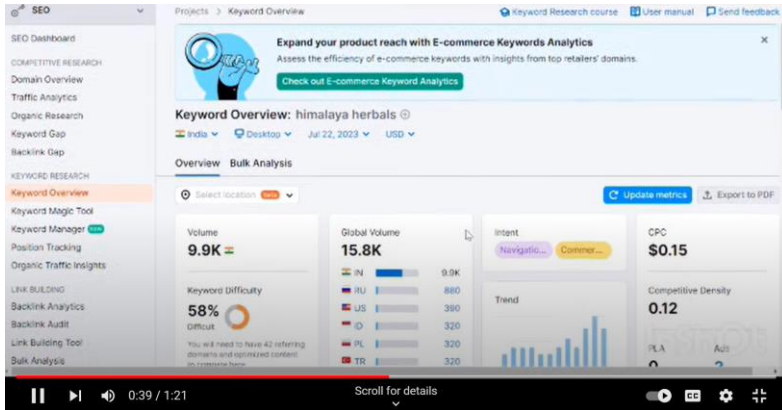


VIDEO LINK :

<https://youtu.be/2MGbJtEbhtk>

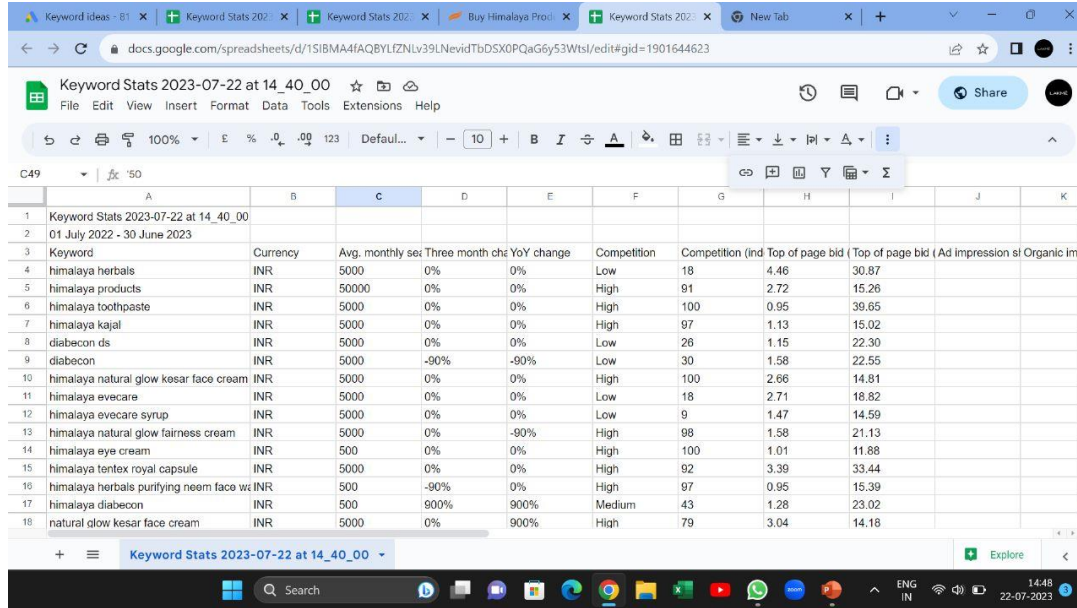


**Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or MOZ Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.



Video link : <https://youtu.be/voELONog1TI>

# SEED KEYWORDS:



	A	B	C	D	E	F	G	H	I	J	K
1	Keyword Stats 2023-07-22 at 14_40_00										
2	01 July 2022 - 30 June 2023										
3	Keyword	Currency	Avg. monthly search volume	Three month change	YoY change	Competition	Competition (index)	Top of page bid (AdWords)	Top of page bid (AdSense)	Ad impression share	Organic impressions
4	himalaya herbals	INR	5000	0%	0%	Low	18	4.46	30.87		
5	himalaya products	INR	50000	0%	0%	High	91	2.72	15.26		
6	himalaya toothpaste	INR	5000	0%	0%	High	100	0.95	39.65		
7	himalaya kajal	INR	5000	0%	0%	High	97	1.13	15.02		
8	diabecon ds	INR	5000	0%	0%	Low	26	1.15	22.30		
9	diabecon	INR	5000	-90%	-90%	Low	30	1.58	22.55		
10	himalaya natural glow kesar face cream	INR	5000	0%	0%	High	100	2.66	14.81		
11	himalaya evecare	INR	5000	0%	0%	Low	18	2.71	18.82		
12	himalaya evicare syrup	INR	5000	0%	0%	Low	9	1.47	14.59		
13	himalaya natural glow fairness cream	INR	5000	0%	-90%	High	98	1.58	21.13		
14	himalaya eye cream	INR	500	0%	0%	High	100	1.01	11.88		
15	himalaya tentex royal capsule	INR	5000	0%	0%	High	92	3.39	33.44		
16	himalaya herbals purifying neem face wash	INR	500	-90%	0%	High	97	0.95	15.39		
17	himalaya diabecon	INR	500	900%	900%	Medium	43	1.28	23.02		
18	natural glow kesar face cream	INR	5000	0%	900%	High	79	3.04	14.18		

## KEYWORD DRIVE LINK :

<https://docs.google.com/spreadsheets/d/1SIBMA4fAQBYLfZNLv39LNevidTbDSX0PQaG6y53Wtsl/edit?usp=sharing>

# On Page Optimization

\*The on-page advancement tips for Himalaya herbals of any natural item organization's site are as per the following:

**1.Keyword Research:** Conduct thorough keyword research to identify relevant and high-traffic keywords related to Himalaya Herbals products. Use tools like Google Keyword Planner, SEMrush, or Moz to discover suitable keywords.

**2. Title Tag and Meta Description:** Advance the title labels and meta depictions of each page with the objective watchwords to further develop navigate rates and web crawler rankings. Keep them succinct, convincing, and applicable to the substance.

**3.Quality Content:** Make important and connecting with content that tends to the necessities and inquiries of your ideal interest group. Consolidate the distinguished watchwords normally in the substance.

**4. Picture Enhancement:** Advance pictures by diminishing document size without compromising quality and adding elucidating alt text. Utilize applicable watchwords in the alt text to further develop picture search perceivability.

4. **URL Structure:** Make Website optimization cordial URLs that incorporate applicable catchphrases and are not difficult to peruse. Try not to involve numbers or unique characters in URLs.
5. **Inter Linking:** Connection to important pages inside your site to make a superior site construction and assist with looking through motors creep and record your substance successfully
6. **Mobile Optimization:** Guarantee your site is dynamic and responsive, as versatility is a critical element for web index rankings.
7. **Social Sharing Buttons:** Incorporate social sharing buttons to urge guests to share your substance on different web-based entertainment stages, which can by implication work on your site's perceivability.



## Part 3: Content Ideas and Marketing Strategies

- Content Calendar :

July 2023	SUN	MON	TUE	WED	THU	FRI	SAT
							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	HIMALAYA BRAND ANALYSIS	COMPETITOR ANALYSIS & AUDIENCE PERSONA	SEO AUDIT, KEYWORD RESEARCH ON-PAGE OPTIMIZATION	CONTENT IDEA GENERATION & STRATEGY, MARKETING STRATEGIES	POST CREATION & DESIGN/VIDEO EDITING	SOCIAL MEDIA AD CAMPAIGN & EMAIL AD CAMPAIGN
	23	24	25	26	27	28	29
	30	31					

# Content Ideas and Strategies:

1. **The Ancient Wonders of Himalayan Herbs:** “Uncovering the Healing Secrets”.
2. **The book Exploring the Medicinal Marvels of Himalayan Herbs:** “Traditional Wisdom for Modern Health”.
3. **The publication Himalayan Herbal Remedies:** “Nature's Gift for Holistic Wellness”.
4. **Unlocking the Ecological Riches:** “Learning about the Uses of Rare Himalayan Herbs”.
5. **The Himalayan Herbal Trail:** “A Journey through the Healing Essence of the Mountains”.
6. **Harvesting the Power of Himalayan Herbs:** “From Remote Mountains to Global Wellness”.

7. **The book Himalayan Herbal Infusions:** “A Taste of Serenity and Health”.
8. **The Green Legacy:** “Protecting Himalayan Herbs for Future Generations”.
9. **The Himalayan Herbs:** “Sustaining Health and Preserving Biodiversity”.
10. **From Mountains to Markets:** “The Growing Demand for Himalayan Herbal Products in the Global Market”.





# User Content strategies of Himalayas herbals on Instagram and Facebook :

## 1.Visual Storytelling:

Instagram and Facebook are visual platforms, so using high-quality images and videos to showcase the natural beauty of Himalayas Herbals products and their benefits can be effective. They can create content that tells a compelling story about the ingredients, manufacturing process, or the positive impact on consumers' lives.

## 2.Educational Content:

Himalayas Herbals can leverage its expertise in herbal products to create informative and educational content about skincare, wellness, and the benefits of using herbal ingredients. This type of content positions the brand as a trusted authority in the natural health and beauty space.

## 3.User-Generated Content (UGC):

Encouraging customers to share their experiences with Himalayas Herbals products using hashtags or mentioning the brand can help create an engaged community. Reposting UGC on the brand's profile can foster a sense of authenticity and encourage more customers to share their stories.

## 4.Influencer Marketing:

Collaborating with relevant influencers or micro-influencers who align with Himalayas Herbals' brand values can help reach a broader audience and build credibility. These influencers can showcase their experiences with the products and recommend them to their followers



### 5.Contests and Giveaways:

Running occasional contests or giveaways can generate excitement and engagement. Asking users to like, share, or comment on posts for a chance to win Himalayas Herbals products can increase brand visibility and follower growth.

### 6.Seasonal and Trend-Based Content:

Staying relevant to current events, holidays, and trending topics can help keep the brand's content fresh and appealing. Himalayas Herbals can adapt its product messaging to tie in with seasonal skincare needs or wellness trends.

### 7.Behind-the-Scenes Content:

Providing glimpses of the brand's behind-the-scenes activities, such as product development, sustainability efforts, or community initiatives, can foster a sense of transparency and connect with the audience on a more personal level.

### 8.Product Launches and Updates:

Announcing new product launches or updates through engaging visuals and teasers can create anticipation and interest among followers.

### 9.Customer Reviews and Testimonials:

Sharing positive reviews and testimonials from satisfied customers can build trust and credibility. Himalayas Herbals can feature these testimonials in both image and video formats to add authenticity.

### 10.Interactive Content:

Creating interactive content, such as polls, quizzes, or Q&A sessions, can boost engagement and encourage meaningful interactions with the audience

### 11.Product Showcasing:

Himalayas Herbals likely uses Instagram and Facebook to showcase its products through high-quality images and videos. They might focus on highlighting the natural ingredients, benefits, and results of using their herbal products.

### 12.Educational Content:

Providing valuable and informative content related to skincare, health, and wellness using herbal ingredients is a successful approach. They can create posts, carousels, or videos that explain the science behind their products and the benefits of herbal remedies.

### 13.Lifestyle Content:

Himalayas Herbals might create lifestyle-oriented content that aligns with their brand values and resonates with their target audience. This content can focus on living a healthy and natural lifestyle, incorporating their products as a part of a holistic approach to wellness.

### 14.Influencer Partnerships:

Collaborating with influencers in the beauty, health, and wellness niche can help Himalayas Herbals reach a wider audience. Influencers can promote the products through their channels, adding credibility and authenticity to the brand's message.

### 15.Seasonal Campaigns:

Creating content related to seasonal skincare needs, holidays, or special events can capture the attention of users and increase engagement. For example, they might promote products suitable for winter skincare or offer festive promotions.

## Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

### MARKETING STRATEGIES:

#### Web-based Entertainment Showcasing:

Use famous virtual entertainment stages like Facebook Instagram, Twitter, and LinkedIn to draw in with your mon interest group makebrand mindfulness, and direct people to your site.

#### Content Advertising:

Produce important and significant substance, for example, blog entries, recordings, infographics, and digital books to draw in and teach your growt Content promoting lays out your image as an expert in your industry.

#### Email Advertising:

Assemble on email list ond send ordinary painphlets, advancements, and updates to keep your clients educated and drew in with your image.

#### Powerhouse Advertising:

Join forces with forces to be reckoned with or exdustry pioneers to advance your items or administrations to their crowd, utilizing their validity.



most influencing marketing strategy of Himalaya



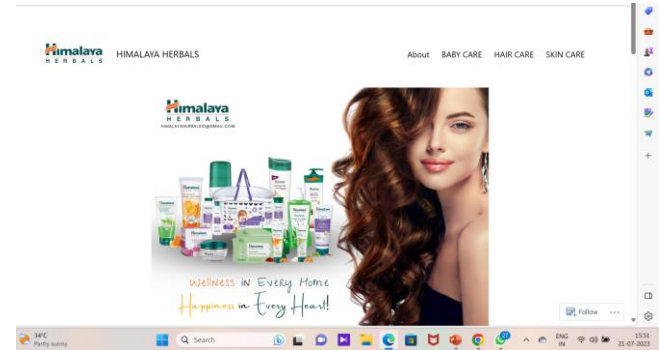


## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

**Format 1:** Blog : <https://himalayaherbals1930.wordpress.com/>  
Aim : HIMALAYAHARBALS  
Date : 21 July 2023



Format 2 : Video: <https://youtu.be/Hzk8DCMeLkM>

Format 3 : Creative :

Girls for



Hair Shampoo



Face Wash



Body Lotion

Boys for Everything



when I use  
Himalaya Herbal  
Products:



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

# Instagram Story



POST:

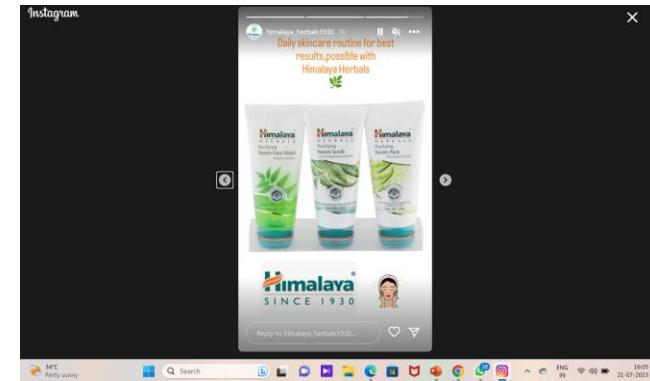
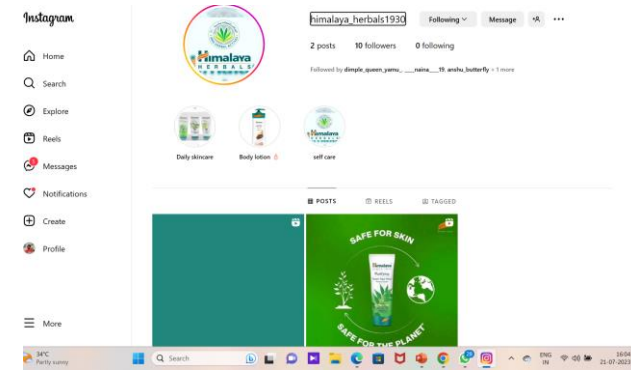
<https://www.instagram.com/reel/Cu9H2qXg8MY/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/reel/Cu9HSdyAVnW/?igshid=MzRIODBiNWFIZA==>

STORY:

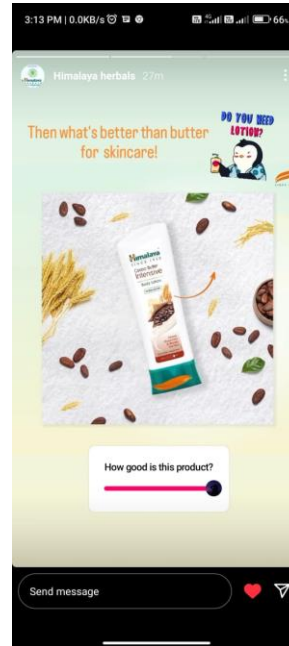
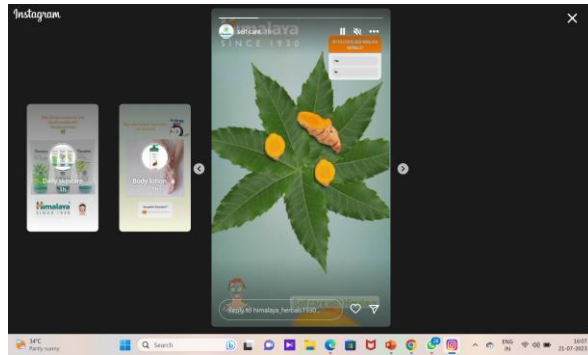
[https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTU4MjM1Nzk5NjI1MDEy?story\\_media\\_id=31517016769987792\\_72\\_60662494704&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTU4MjM1Nzk5NjI1MDEy?story_media_id=31517016769987792_72_60662494704&igshid=MzRIODBiNWFIZA==)

[https://www.instagram.com/s/aGlnaGxpZ2h0OjE4Mjk1MjgxNjg4MTQyODM5?story\\_media\\_id=31516922689147991\\_00\\_60662494704&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4Mjk1MjgxNjg4MTQyODM5?story_media_id=31516922689147991_00_60662494704&igshid=MzRIODBiNWFIZA==)





[https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTIxNjg5NjI4NzUwODAx?story\\_media\\_id=3151701676998779272\\_60662494704&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTIxNjg5NjI4NzUwODAx?story_media_id=3151701676998779272_60662494704&igshid=MzRIODBiNWFIZA==)



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

# Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.

VIDEO LINK: <https://youtu.be/QLcsWd-5iMg>

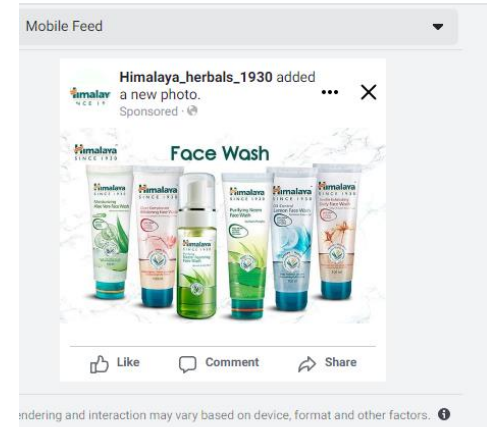
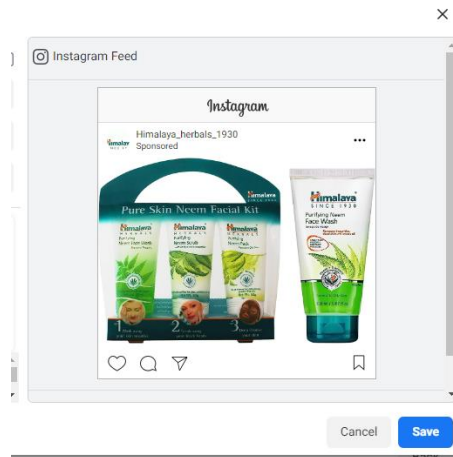
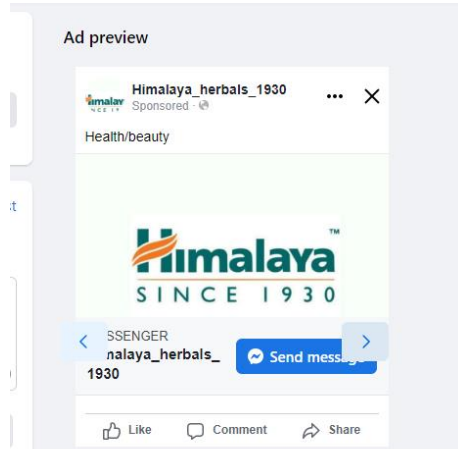


## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Social Media Ad Campaigns

#### Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

**For every campaign clearly define:**

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- - 1.**Increment Deals:** One of the essential goals of publicizing is to drive deals and increment income for the organization. The objective here is to convince expected clients to make a buy and convert leads into paying clients.
  - 2.**Brand Mindfulness:** Building brand mindfulness is tied in with making purchasers acquainted with a brand and its items or administrations. The point is to build acknowledgment and review so that when a client needs a specific item or administration, they consider the promoted brand.
  - 3.**Lead Age:** Publicizing can be utilized to create leads for the business, which includes catching likely clients' data, for example, email locations or telephone numbers, to sustain and change over them into paying clients later.
  - 4.**Site Traffic:** Some publicizing efforts center around directing people to the organization's site. Expanded web traffic can prompt more open doors for deals, lead age, or commitment.

## TARGET AUDIENCE:

1. **Wellbeing cognizant shoppers:** Himalaya Herbals requests to people who focus on regular and home grown answers for their wellbeing and individual consideration needs. These buyers are much of the time looking for items that are liberated from unforgiving synthetics and counterfeit fixings.

2. **Customers looking for home grown cures:** The brand targets people who have confidence in the adequacy of customary natural cures and are keen on investigating regular options for normal medical problems.

3. **Individuals with explicit wellbeing concerns:** Himalaya Herbals makes items for different wellbeing concerns, like skincare, haircare, stomach related wellbeing, insusceptibility, and that's only the tip of the iceberg. Subsequently, the brand targets individuals with explicit wellbeing needs or concerns.

4. **Eco-cognizant buyers:** Himalaya Herbals' emphasis on home grown fixings and supportable practices reverberates with naturally cognizant customers who favor items with a lower ecological effect.



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Email Ad Campaigns

#### Ad Campaigns for email marketing:

Revitalize Your Skin with Himalaya Neem Face Wash:

Experience the refreshing and purifying benefits of neem with our Neem Face Wash. Say goodbye to skin impurities and welcome a radiant, clear complexion.

Boost Your Immunity with Himalaya Ashwagandha Capsules :

Harness the power of Ashwagandha, known for its immune-boosting properties. Our Ashwagandha Capsules help you stay strong and energized.

Indulge in Relaxation with Himalaya Lavender Soap :

Unwind after a long day with the calming fragrance of lavender. Our Lavender Soap not only cleanses but also soothes your senses.



# Email Ad Campaign 1 - Brand Awareness

(insert emailer image)

At Himalaya Herbals, we trust that genuine excellence and prosperity originate from the fortunes of nature. Our main goal is to present to you the most flawless and best home grown items that upgrade your magnificence and wellbeing normally, leaving you feeling invigorated and rejuvenated.

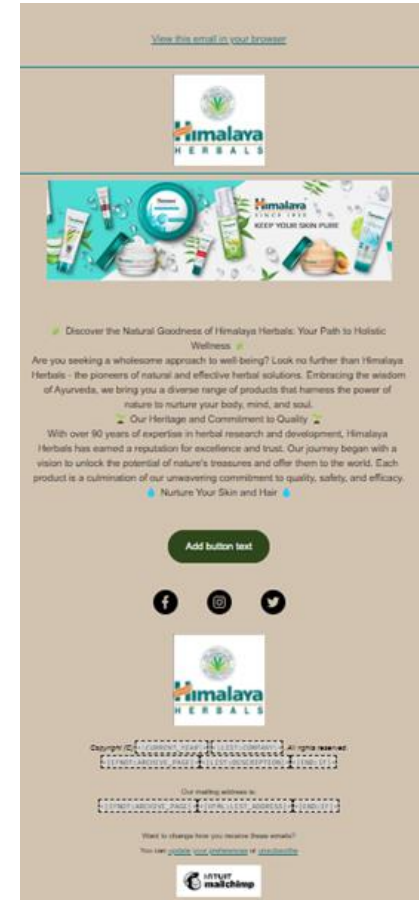
Normal Fixings: We source our spices from flawless conditions, cautiously choosing the best fixings to make our items. Every definition is liberated from hurtful synthetics, parabens, and other fake added substances, advancing better and brilliant skin, hair, and by and large prosperity.



# Email Ad Campaign 2 - Lead Generation

(insert emailer image)

1. **Construct a Designated Email Rundown:** Guarantee you have a very much sectioned and designated email rundown of people who have shown revenue in Himalaya Herbals items or have given agree to get showcasing messages.
2. **Personalization:** Customize your messages by tending to beneficiaries by their names and fitting the substance to their inclinations or past communications with the brand.
3. **Offer Worth:** Give significant substance in your messages, for example, skincare tips, wellbeing related articles, or restrictive offers and limits on Himalaya Herbals items.
4. **Teach about Items:** Instruct your endorsers about the advantages of Himalaya Herbals items and how they can address explicit skincare or wellbeing concerns.





## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

### CHALLENGES:

- 1.**Intense competition:** The natural and Ayurvedic market is profoundly cutthroat, with numerous nearby and worldwide brands offering comparable items. Sticking out and acquiring an upper hand can challenge.
- 2.**Quality and Security Confirmation:** As Himalaya Herbals manages home grown items, guaranteeing reliable quality and wellbeing of their fixings is imperative. Defilements or corruptions can seriously harm their standing.
- 3.**Supportability and Obtaining:** As the organization depends on normal fixings, guaranteeing reasonable obtaining of spices and keeping up with moral practices all through the inventory network can be complicated.
- 4.**Administrative Consistence:** The natural and medical services industry is dependent upon tough guidelines and compliances. Sticking to different wellbeing and security principles across various nations can interest.

## LESSONS LEARNED:



1. **Examination and Understanding:** Completely exploring and understanding the Himalaya Herbals brand, its items, target market, contenders, and industry patterns is urgent. This establishment helps in going with informed choices all through the task.
2. **Clear Targets:** Setting clear and attainable goals is fundamental for any venture. Characterize what the undertaking means to achieve, whether it's starting another item, extending the brand's scope, or further developing client commitment.
3. **Cross-Utilitarian Coordinated effort:** Tasks including brands frequently require cooperation across different offices, like advertising, item advancement, deals, and money. Compelling correspondence and coordination among colleagues are indispensable for project achievement.
4. **Buyer Bits of knowledge:** Understanding shopper inclinations and requirements is key to tailor items and showcasing systems. Directing statistical surveying and assembling customer input can give important bits of knowledge.