

**In plant Training Report**

At

**Hindustan Unilever Limited**

Aurangabad

**Submitted To**



**B.G.P.S.**

**RAJARSHI SHAHU INSTITUTE OF MANAGEMENT,  
AURANGABAD**

**In Partial fulfillment of the award for Degree of  
Master of Business Administration (MBA)**

**Submitted**

**By :**

**Mr. Adarsh Vitthal Ganakwar**

**M.B.A III<sup>rd</sup> Semester (MARKETING)**

**Under the Guidance Of:**

**Deepak Gaikwad**

**Dr. Babasaheb Ambedkar Marathwada University,**

**Aurangabad - 431210**

**(2023-2024)**

**B.G.P.S.**  
**Rajarshi Shahu Institute of Management,**  
**Aurangabad**



**Department**  
**Of**  
**MASTER OF BUSINESS ADMINISTRATION**  
**(M.B.A.)**

**CERTIFICATE**

This is to certify that **Mr. Adarsh Vitthal Ganakwar** is our student of **MBA – III Semester (Marketing)** having a Roll No.**M-7** and has submitted her Inplant Training Project Report at Hindustan Uniliver Limited , **Aurangabad** in the academic year **2023- 2024**, as per the requirement of Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

Deepak Gaikwad  
**Project Guide**

Mr. Anil Wagh  
**Head of Dept.**

Dr. Ejaz Qureshi  
**Director**

## **Declaration**

I **Adarsh Vitthal Ganakwar**\_student of MBA –III rd semester **Marketing** declare that this **INPLANT TRAINING REPORT** at **Hindustn Unilever Limited, Aurangabad** submitted by Me in my partial fulfillment of Master Of Business Administration (M.B.A.) is a genuine work of mine.

It has not been submitted either fully or partly to this or any other institute prior, in any other connection.

R

(Student Signature)

**Mr.Adarsh Ganakwar**  
M.B.A. - 3<sup>rd</sup> Semester  
**(Marketing)**

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**Name:** Mr. Adarsh Ganakwar,

**Class:** M.B.A. III<sup>rd</sup> Sem. (HR),

**Roll No. :** M-7,

**Name of the College:** Rajarshi Shahu  
Institute Of Management, Aurangabad

## Index

<b>Sr. No.</b>	<b>Content</b>	<b>Page No.</b>
<b>1.</b>	<b>Introduction of the plant</b>	
<b>2.</b>	<b>Company profile</b>	
<b>3.</b>	<b>Product Profile</b>	
<b>4.</b>	<b>Objective of the study</b>	
<b>5.</b>	<b>Scope of the study</b>	
<b>6.</b>	<b>Departmental study of the Organization</b>	
<b>7.</b>	<b>Mission of the plant organization</b>	
<b>8.</b>	<b>Vision of the plant/organization</b>	
<b>9.</b>	<b>Achievements of the company</b>	
<b>10.</b>	<b>Best Practices</b>	
<b>11.</b>	<b>CSR Practices</b>	
<b>12.</b>	<b>SWOT Analysis Of The Organization</b>	
<b>13.</b>	<b>Limitations Of The Study</b>	
<b>14.</b>	<b>Findings</b>	
<b>15.</b>	<b>Observation</b>	
<b>16.</b>	<b>Suggestions</b>	
<b>17.</b>	<b>Conclusion</b>	
<b>18.</b>	<b>References</b>	

## **Introduction of The Plant**

Hindustan Unilever Limited ( HUL ) is india's largest fast moving consumer goods company with a heritage of over 75 year in india and touches the lives of two out of three Indians

HUL works to create a better future every day and helps people feel good look good and get more out of life with brands and services that are good for them and good for other

With over 35 brands spanning 20 distinct categories such as soaps , detergents , shampoos , skin care , toothpaste , deodorant , cosmetic , tea , coffee , packaged foods ,ice creams and water purifiers , the company is a part of the everyday life of millions of consumers across india its portfolio include leading household brands such as lux , Lifebuoy , surf excel , Rin , wheel , fair & lovely , pond's , vasline , lakme , Dove , clinic plus , sumsilk , Pepsodent , closeup , Axe , Brooke bond , Bru , knorr , kissan , kwality wall's and pure-it.

The Company has over 16,000 employees and has an annual turnover of around Rs.19, 401 crores (financial year 2010 - 2011). HUL is a subsidiary of Unilever, one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe with annual sales of about €44 billion in 2011. Unilever has about 52% shareholding in HUL.

MANAGEMENT COMMITTEE

c day-to-day management of affairs of the Company is vested with the Management Committee which is subjected to the overall superintendence and control f the Board.

c Management Committee is headed by Mr. Nitin Paranjpe and has functional heads as its members representing various functions of the Company

“\* Mr. Nitin Paranjpe joined the Company as a Management Trainee in 1987. In his early years in the Company, Mr. Paranjpe worked as Area Sales Manager -Detergents and then Product Manager - Detergents,

Mr. Sridhar Ramamurthy joined the Company in 1989 and worked in a number of finance and commercial roles in India till December 2002 spanning Internal Audit, Factory Commercial, Post-acquisition Integration of TOMCO with HLL, Supply Chain and Corporate Accounts.

«\* Mr. Gopal Vittal has 21 years experience in Marketing & Sales in the FMCG market, including Skin Care, Soaps and Laundry.

## COMPANY PROFILE

In the summer of 1888, visitors to the Kolkata harbour noticed crates full of Sunlight soap bars, embossed with the words "Made in England by Lever Brothers". With it, began an era of marketing branded Fast Moving Consumer Goods (FMCG).

Soon after followed Lifebuoy in 1895 and other famous brands like Pears, Lux and Vim. Vanaspati was launched in 1918 and the famous 'Dalda' brand came to the market in 1937.

In 1931, Unilever set up its first Indian subsidiary, Hindustan Vanaspati Manufacturing Company, followed by Lever Brothers India Limited (1933) United Traders Limited (1935). These three companies merged to form HUL November 1956; HUL offered 10% of its equity to the Indian public, being among the foreign subsidiaries to do so. Unilever now holds 52.10% equity company. The rest of the shareholding is distributed among about 360.675 individual shareholders and financial institutions.

The erstwhile Brooke Bond's presence in India dates back to 1900. By 1903, the company had launched Red Label tea in the country. In 1912, Brooke Bond & Co. India Limited was formed. Brooke Bond joined the Unilever fold in 1984 through an international acquisition. The erstwhile Lipton's links with India were forged in 1898.

Unilever acquired Lipton in 1972 and in 1977 Lipton Tea (India) Limited was incorporated.

Unilever fold through an international acquisition of Chesebrough Pond's USA in 1986.

Since the very early years, HUL has vigorously responded to the stimulus of economic growth. The growth process has been accompanied by judicious diversification, always in line with Indian opinions and aspirations,

The liberalization of the Indian economy, started in 1991, clearly marked an inflexion in HUL's and the Group's growth curve. Removal of the regulatory



framework allowed the company to explore every single product and opportunity segment, without any constraints on production capacity.

Simultaneously, deregulation permitted alliances, acquisitions and mergers. In one of the most visible and talked about events of India's corporate history, the erstwhile Tata Oil Mills Company (TOMCO) merged with HUL, effective from April 1, 1993. In 1996, HUL and yet another Tata company, Lakme Limited, formed a 50:50 joint venture, Lakme Unilever Limited, to market Lakme's market-leading cosmetics and other appropriate products of both the companies. Subsequently in 1998, Lakme Limited sold its brands to HUL and divested its 50% stake in the joint venture to the company.

HUL formed a 50:50 joint venture with the US-based Kimberly Clark Corporation in 1994, Kimberly-Clark Lever Ltd, which markets Huggies Diapers and Kotex Sanitary Pads. HUL has also set up a subsidiary in Nepal, Unilever Nepal Limited (UNL), and its factory represents the largest manufacturing investment in the Himalayan kingdom. The UNL factory manufactures HUL's products like Soaps,

Detergents and Personal Products both for the domestic market and exports to India.

## BRANDS

HUL is the market leader in Indian consumer products with presence in over 20 consumer categories such as soaps, tea, detergents and shampoos amongst others with over 700 million Indian consumers using its products. Sixteen of HUL's brands featured in the AC Nielsen Brand Equity list of 100 Most Trusted Brands Annual

Survey (2008). According to Brand Equity, HUL has the largest number of brands in the Most Trusted Brands List. It has consistently had the largest number of brands in the Top 50, and in the Top 10 (with 4 brands).

The company has a distribution channel of 6.3 million outlets and owns 35 major Indian brands. Its brands include Kwality Wall's ice-cream, Knorr soups & meal makers, Lifc buoy, Lux, Pears, Breeze, Liril, Rexona, Hamam and Moti soaps, Pure-it water purifier, Lipton tea, Brooke Bond (Roses, Taj Mahal, Taaza, Red

Label tea, Bru coffee, Pepsodent and Close ~ Up toothpaste and brushes, and Surf, Rin and Wheel laundry detergents, Kissan squashes and jams, Annapurna salt and atta, Ponds talcs and creams, Vaseline lotions, Fair and Lovely creams,

Lakme beauty products, Clear, Clinic Plus, Clinic All Clear, Sunsilk and Dove shampoos, VIM dishwash, Ala bleach, Domex disinfectant, Modem bread, Axe deosprays and Comfort fabric softeners.

## PRODUCT PROFILE

Pure-it is a range of water purifiers made by Hindustan Unilever currently sold in India, Mexico, Brazil, Sri Lanka, Nigeria, Indonesia and Bangladesh, consisting of six models: Pure-it Classic, Pure-it Compact, Pure-it Classic Autofill,

Pure-it Intella, Pure-it Marvella and Pure-it Marvella. Pure-it was first launched in

[Chennai in 2004. Pure-it claims to meet the E.P.A. germ-kill criteria. Pure-it Classic

removes germs without needing electricity or pressurized tap water. Pure-it Classic

costs Rs. 2000.

### PURIFICATION

Pure-it consists of four parts that purify the water in four stages: a 'microfibre mesh', a 'compact carbon trap', a 'germkill processor' and a 'polisher', as branded by Hindustan Unilever. For the Pure-it Marvella model, the microfibre mesh has been branded as a 'pleated filter', while the compact carbon trap has been rebranded as an 'activated carbon filter', along with a prefix of 'unique'.

The microfibre mesh functions as a sieve, filtering out visible dirt. The carbon trap removes parasites and pesticides. The processor is a tablet consisting of chlorine. This stage removes bacteria and viruses. The polisher improves

taste and clarity of water and removes the residual form of chlorine from the water. These four parts are collectively branded the

ermkill kit or the battery.

This battery needs continual replacing, as indicated by a germkill battery indicator visible on the front of the device. Pure-it also features an 'auto switch off' mechanism whereby the filter prevents the flow of water following the consumption of the germkill kit. This Kit itself comes in various models,

The model of the germkill kit determines how much water it can purify before the kit needs replacing. There are currently four germkill Kits available, ranging from 2250 litres for Rs. 510 to a 1000 litre Kit available for Rs. 270. The germkill Kit is designed to work at 25° C in moderately humid conditions. The volume specified by the germkill battery assumes these conditions, The germkill kit has an expiry date of three years from the date of packaging.

## MODELS

Purc-it is available in six models: Classic, Compact, Autofill, Intella, Marvella and Marvella RO.

Pure-it Classic is the base model, and the first model introduced. It is available for Rs. 2000. It has a capacity of 9 litres in the top chamber, and another 9 litres in the bottom, transparent chamber. Total volume of this purifier is 23 litres. Pure-it Autofill is identical to Purc-it Classic, but has the ability to refill itself automatically if connected to a water supply using what is branded as a '\*hydrosensor',

Pure-it Autofill is available for Rs. 3200 , Pure-it Compact is available for Rs. 1000. It has a capacity of 10 litres: 5 in the top chamber and a further 5 litres in the bottom. These three models are available in a choice of two

colors, branded by Hindustan Unilever as burgundy and royal blue.

Purc-it Marvella has been branded as 'India's first fully automatic water purifier'. Purc-it Marvella is capable of automatically filling itself. Marvella also hasan 'Insta-serve' jug: a jug that can be plugged into the purifier, and automatically filled. Pure-it Marvella also has a capacity of 4.5 litres. It is available for Rs. 6900.

All six Purc-it models claim to provide water that meets the germkill criteria of E.P.A.in regards to bacteria, viruses and pesticides without the use of electricity.

CLAIMS HUL claims Pure-it does the following:

¢ Meets EPA. germ kill criteria.

4 Provides complete protection from waterbome diseases caused by germs,

+ Is 'As Safe As Boiled Water'. The tagline of Purc-it.

## **SCOPE OF THE STUDY**

The main scope of this study is to ascertain the effectiveness of channel of distribution and various method to increase the sales volume of the concern. The method include regular information to the buyers creating a brand position in the market and taking measure to make the brand remain in its position. One of the important aspects of the study is also to increase the market segment for the the product

## **OBJECTIVE OF THE STUDY**

The major objective of the study is to market viability of the product Pure-it among various manual water purifier available in the market. Specifically, the study will aim at understanding the current market scenario for the product .

1) Among the target audience (customers):

- a) Perception on about safe potable water - what is considered as safe potable water? How water can be made potable?
- b) Current practice-what is the source of water for drinking? How safe/potable do they feel is the available water?
- c) Purifying water for drinking- Do they do anything to ensure that the water potable? What do they do?
- d) Perception & usage of purifier - Awareness about the different types of purifier?  
Desire need for purchasing water purifier? What is the perceived cost that they can spend on a water purifier?
- e) Perceived benefits of a water purifier.
- f) Perceived value for money of a water purifier.



## **Departmental study of the organization**

**General manager**

**Regional sales and customer manager**

**Area sales and customer manager**

**Field sales and customer executive**

**Territory sales manager**

**Wholesaler :**

Gets cash Discounts and other schemes promoted by HUL (gets points under Vijeta scheme)

**Retailers :**

**Total retailer base in indore : Approximately 1135**

Sales margin :depends on the product

0 Soap , detergent – 8% on MRP

0 Cosmetics -10% on MRP

0 Food items-8% on MRP

**Incentive schemes:**

Company programs ( scheme discount + cash discount )

TPR schemes based on sales ( 1% to 4% )

Vijeta scheme is not for retailer

**Field sales force :**

To meet the everchanging need of the consumer , HUL has set up a Distribution network that ensure availability of all their product , in All outlets, providing innovating incentive to retailers and organizing Demnd generation activities among a host of other things.

## **Mission of the plant organization**

Hindustan Unilever's mission is to add vitality to life and to do this in a sustainable way. The main idea is to meet the everyday needs of the people all around the world for nutrition, hygiene and personal care. Throughout the year we have sought to live up to our outstanding commitment towards sustainability and responsible business practice.

Hindustan Levers deep roots in local cultures and markets gives us strong relationship with the consumers and thus provides the way for future growth. The company uses all its knowledge and expertise for benefits of consumers around the world.

Our long term success requires a total commitment to exceptional Standards of performance and productivity by working together effectively and to gather new ideas and learn continuously. To succeed also requires highest standards of corporate behaviour towards everyone we work with, the

communities where we touch, and the environment where we have a huge impact. This is our road to sustainable, profitable growth, creating long term value for our shareholders, our people and our business partners.

## **Vision of the plant / organization**

The vision of Hindustan Lever is to integrate social, economical, and environmental considerations into our business and brands. The company also aims to focus on climate change, water, packaging and sustainable agricultural resources as our key sustainability themes. The company also focuses on making global partnerships on nutrition and hygiene issues. We also hope to continue on our

work on eco-efficiency, supply chain management, employee health and safety and community investment. The company aims to do good work with the brands influencing the lives of millions of people. The challenge is to offer the consumers the healthy choice

## **Achievements of the company**

HUL won two prestigious awards at the World HRDCongress 2010: 'The Most Admired & Best HR TeamAward' and our Executive DirectorHR, Leena Nairwas awarded the 'HR Super Achiever of the Year' award

HUL won Customer and Brand Loyalty Award in the consumer non durables sector.

HUL ranked fourth in the 'Top Companies forLeaders, 2009' for the Asia Pacific region andbagged the 10th place in the global rankings.

HUL was awarded the CNBC AWAAZ ConsumerAwards 2009 in three categories: Most PreferredPersonal Care Company, Most Preferred Home CareCompany and Value for Money Brand of the Year.HUL's Project Shakti won the Silver Trophy of theEMPI-Indian Express Indian Innovation

Ad club Envies: Hindustan Unilever has bagged 7Awards (2 Gold, 2 Silver and 3 Bronze) acrosscategories, the only company with maximum wins.

HUL won the Bombay Chamber Civic Award 2007 inthe category of Sustainable Environmental Initiatives, for its water conservation and harvestingproject at Karchond village, Silvassa, Dadra and Nagar Haveli.

HUL won the UK Trade & Investment India Business Award in the Innovation category for Pureit. In 2007, Hindustan Unilever was rated as the mostrespected company in India for the past 25 years byBusiness world, one of India's leading business magazines.

Mr.D.S.Parekh -HUL in depend director received forservices to financial services and banking industry inIndia and 'Best Non-ExecutiveDirector 2006' by theAsian Centre for Corporate Governance.

## **Best practices**

Hindustan Unilever adopted a slew of measures to brand itself as an ideal employer, and attract top talent from campuses and ambitiously stepped out of their sector. The Unilever Future Leaders' Programme brought the focus on training young talent in their formative years and proved to be a success.

### **The Challenge:**

Hindustan Unilever (HUL) had to consistently build their brand from scratch every year, due to the highly dynamic nature of the talent market on campuses. Additionally, the complexity of the environment and different sector emerging as new favourites made it difficult for HUL to sustain the brand it had created. As per the Nielsen Employer of Choice survey, the organization was ranked No. 2 across sectors in 2010. In the years 2003-10 HUL did not enjoy the top rank, and was not considered an attractive employer by students, thereby it lost a lot of talent.

As a result, the impact of poor attractiveness of the brand image was unable to attract top talent which had a direct and significant impact on business outcomes. If the issue was not resolved, an ineffective image would have continued to impact business outcomes, and adversely affected collective performance of teams and individuals.

Furthermore, since it is difficult to build an employer brand in the mid-career recruit market owing to its fragmented nature, employer brand built in the minds of students while they are on campus has a direct impact on the perception of an employer in the market.



## CSR Practices

The water usage per tonne has been reduced by more than 32% in its own manufacturing operations against a baseline of 2004.

More than 50% of our own manufacturing units have a rain water harvesting facility. As on date, five Company units return more water to ground than being consumed by them.

The energy consumption and CO per unit of production since 2004 has also come down by 38% and 28% respectively.

Company has initiated works in the area of sustainable agriculture sourcing for Tea, Fruits & Vegetables and Palm oil.

The Company has started developing Indian producers for Tomato paste. We are working closely with key producers and the initiatives include water conservation, use of authorized pesticides, land conservation and improvement of farmer income.

The Brand partnered with the Government of Tamil Nadu and organized a massive event on Global Hand Washing Day (15th October, 2009) wherein out of 47,000 children that washed their hands on that day, 15,000 washed their hands in perfect

harmony to stake claim to the Guinness record for the most people washing their hands simultaneously.

In the area of Health and Hygiene, during the Swine Flu epidemic, 'Lifebuoy' undertook rallies in key effected cities, where the message of the importance of hand washing was emphasized, in preventing Swine Flu.

The vast majority of HUL's products reach the consumers without being tested on animals.

Your Company started the Sankalp initiative of employee volunteering in the 75th year of its existence in India. In 2008 our employees undertook volunteering and community service totaling more than 48,000 hours against a target of 27,375 hours. In 2009 we have achieved more than 1, 15,000 hours of volunteering.

(Annual Report 2010, p.38 & Sustainability Report 2010, p.10)

## **SWOT Analysis of the organization**

### **Strengths**

Unilever Group: HUL is a subsidiary of Unilever, which sells Foods, home and Personal Care brands in about 100 countries worldwide. HUL gain lots of advantages from the parent company in terms of knowledge sharing, fully leveraging benefits of scale and synergy through Unilever's global buying network.

● Largest market share: HUL is India's largest consumer products company by sales.

Strong Product Portfolio: HUL, unlike international and local competitors such as Nestle India Ltd or Godrej Consumer

Products Ltd that are focused on one or two categories, HUL straddles several sectors right from food to personal care products.

Strong Distribution Network: Hindustan Unilever's distribution network is recognised as one of its key strengths. Its focus is not only to enable easy access to our brands, but also to touch consumers with a three-way convergence of product availability, brand communication, and higher levels of brand experience. HUL's products, manufactured across the country, are distributed through a network of about 7,000 redistribution stockiest covering about one million retail outlets

HUL's distribution network in rural India already directly covers about 50,000 villages, reaching about 250 million

● Strong R&D: HUL has build on its R&D by further strengthening the R&D Units in Bangalore and Mumbai with stronger integration with Unilever Global. R&D technology centers in India have over 200 highly qualified scientists and technologists.

With the strong support from Unilever R&D as well as the brand development capabilities, the company is well placed to meet the challenges arising from the increased competition intensity.

Highly Skilled human resource: The ability to attract the best talent in the market & to retain it has become one of the key factors of HUL's success. Currently HUL have an efficient manpower of 15000 employees over 13000 managers.

## Weakness

● High Competition: HUL is facing high competition from companies like ITC,P&G,Dabur etc. P&G and HUL have entered into a price-war, as P&G is giving tough competition to HUL soaps and detergents brands. The 2010 price war, though lower in quantum, has just started and is likely to significantly impact HUL's Earnings

● Losing Market share: Hul is steady losing its market share in segments including soaps, hair, oral & skincare.  
(Economic times)

● High Advertising Costs: HUL is incurring high advertisement costs in current fiscal year. There is 66% increase in the advertising budget. . Changing Consumption Patterns: Demand for high-end products is dropping. Indian consumers are still buying; it's just that they're avoiding the most expensive brands. That's why HUL will need to become more sensitive to price by offering price reductions on some of the existing products and introducing more new innovative products at low price points.  
(Businessweek.com)

## Opportunities

● Large domestic market: There is huge market development opportunity in countries like India with population of over a billion, as consumption is still one-third that in Indonesia and one-seventh that in China.

● Changing Lifestyles: Per capita income of Indian customer is increasing and FMCG products are relatively elastic in nature hence the expected sale should increase.

● Diversification: HUL can enter into the new brand segments like confectionery, medicines etc.

- Opportunity in Food Sector: The advent of modern trade has opened up greater opportunities for HUL to diversify its brand and strength its food division. It could look at introducing products from its parents stable like margarines and could also look at expanding its Knorr range of products. Moreover consumer expenditure in food sector rose by 13%. . Untapped rural Market: With the presence of 12.2% of the world population in the villages of India, the Indian rural

FMCG market is something of high importance for HUL.

(Authourstream.com)

## **Limitation of the study**

The limitations for the project are as follows:

→ Many customers whom I met were not interested as they were in their busyschedule.

The responsible person of the family was unable to give time to us as many of them were job holders. Many people had misconception that the purifiers which run on electricity can

only purify water in comparison with the manual water purifiers.

The company's schedule included selling the product Pure-it via door to door which does not match with the company's reputation.

Majority of the residential areas, flat schemes and the builders had already tie up with the dealers of the comparative manual water purifiers.

## **Findings**

On the basis of research, I came to know that "Hindustan Unilever (HUL)" is the largest Player, FMCG Company in the country and has one of the widest portfolios of products sold via a strong distribution channel. It owns and markets some of the most popular brands in the country across various categories, including soaps, detergents, shampoos, tea, face creams and water purifier.

According to Secondary Data Hindustan Unilever Ltd is a 51 per cent owned subsidiary of the Anglo Dutch giant Unilever, which has been expanding the scope of its operations in India since 1888.



## Observations

As competition is increasing day by day it's difficult to maintain the leader position & to further strengthen the distribution network HUL made a project called project SHAKTI which will serve the following purpose:

### **A) To Reach:**

Small, scattered settlements and poor infrastructure make distribution difficult.

- Over 500,000 villages not reached directly by HUL

### **B) TO Communicate:**

Low literacy hampers effectiveness of print media.

Poor media-reach: 500 million Indians lack TV & radio.

### **C) To Influence:**

Low category penetration, consumption.

### **D) Awareness**

- Per capita consumption in Unilever categories is 33% of urban level.

## **Suggestions**

It is the country's biggest consumer goods company with net sales of US\$ 2.4 billion in 2003.

The product portfolio of the company includes household and personal care products like soups, detergents, shampoos, skin care products, colour cosmetics, deodorants and water purifier.

It is also building a great reputation among the existing manual water purifiers in the market.

HUL enjoys a formidable distribution network covering over 3,400 distributors and 16 million outlets.

Its implementing its strategy to grow includes focusing on the power brands growth through consumer relevant information, cross category extensions, leveraging channel opportunities and increased focus on rural growth.

## Conclusion

Company is having good position in the market and they are offering quality product in the market. Unilever has over the past 5 years been actively involved in setting standards for social and environmental behavior and conduct. It does this in a very systematic way and is in the process of developing procedures to make the developed standard applicable throughout all of its operations.

With 400 brands spanning 14 categories of home, personal care and foods products, no other company touches so many people's lives in so many different ways.

They have a wide and diverse set of competitors in consumer goods businesses. Many of them also operate on an international scale, but others have a narrower regional or local focus. Competition is a normal part of business. They aim to compete and give value consumers, customers and shareholders in following ways:

They continually developing new and improved products.

They are sharing innovations and concepts with businesses all around the world. HUL is striving to lower the cost of our sourcing, manufacturing and distribution processes while still maintaining, and improving, the quality of our products.

## References

In order to make this project we have taken the help of the following websites &

[www.wikipedia.com](http://www.wikipedia.com)

[www.opppapers.com](http://www.opppapers.com)

[www.hul.co.in](http://www.hul.co.in)

[www.scribd.com](http://www.scribd.com)

Besides it various books are also consulted to prepare project report.

AUTHOR'S NAME

BOOKS

H.L. Ahuja

Modern Microeconomics

Theory and Application

C.K. Kothari

Research Methodology

My won work experience in training time ,