

WEB99X

RESEARCH & DEVELOPMENT REPORT

RANKOTH HOLDINGS (PVT)LTD

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CEO - Thiwanga Sandaruwan
PM - Tharindu Rathnayaka



Research and Development Report

Rankoth Holdings (PVT) LTD

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1. Executive Summary

Overview of the Incense Sticks Market in Sri Lanka

The incense sticks market in Sri Lanka is deeply intertwined with cultural, religious, and traditional practices. Incense sticks, known for their aromatic properties, are extensively used in religious rituals, meditation, and aromatherapy. The market is characterized by a variety of products, ranging from traditional hand-rolled incense to modern, machine-made variants.

Key Points:

- ❖ **Cultural Significance:** Incense sticks hold a prominent place in Buddhist and Hindu rituals, making them a staple in many Sri Lankan households and temples.
- ❖ **Market Growth:** The market has seen steady growth due to the rising interest in natural and organic products, as well as increased tourism which boosts the demand for local cultural products.
- ❖ **Local Production:** Sri Lanka has a robust local production scene, with many small to medium enterprises manufacturing incense sticks. Rankoth Holdings is a key player in this market, known for its quality and variety of products.

Objectives of the Website Development

The primary goal of revamping the Rankoth Holdings website is to enhance the online presence and improve the user experience to boost sales and customer engagement.

Specific Objectives:

- ❖ **Modern Design:** Implement a modern, user-friendly design that reflects the brand's heritage and product quality.
- ❖ **Mobile Responsiveness:** Ensure the website is fully responsive and provides an optimal experience across all devices, particularly mobile phones.
- ❖ **Customer Engagement:** Integrate features such as customer reviews, social media links, and a blog to engage visitors and build a community around the brand.

Key Findings and Recommendations

After a thorough analysis of the current market trends, customer preferences, and the existing Rankoth Holdings website, the following key findings and recommendations have been made:

Key Findings:

- ❖ The current website lacks modern design elements and is not optimized for mobile use, resulting in a high bounce rate from mobile users.
- ❖ There is a significant gap in the e-commerce functionality, with the current system being cumbersome and not user-friendly.
- ❖ Customer engagement tools are minimal, with limited options for users to interact with the brand online.

Recommendations:

1. Redesign the Website: Implement a fresh, modern design that is visually appealing and easy to navigate. Focus on clean layouts, high-quality images, and intuitive user interfaces.
2. Optimize for Mobile: Ensure the website is fully responsive and provides a seamless experience across all devices. Mobile optimization is crucial given the increasing number of users accessing websites through smartphones..
3. Increase Customer Engagement: Add features such as a blog, customer reviews, social media integration, and a newsletter signup to foster a community around the brand. Interactive elements can drive user engagement and retention.

These recommendations aim to create a more engaging, user-friendly, and commercially successful website for Rankoth Holdings, positioning it as a leader in the incense sticks market in Sri Lanka and beyond.

2. Market Analysis

Industry Overview

Key Market Trends:

- ❖ **Rising Popularity of Aromatherapy:** Increasing awareness and adoption of aromatherapy for stress relief and wellness have boosted the demand for incense sticks.
- ❖ **Shift Towards Natural and Organic Products:** Consumers are becoming more health-conscious, leading to a preference for natural and organic incense sticks free from harmful chemicals.
- ❖ **E-commerce Growth:** The rise of e-commerce platforms has made it easier for consumers to purchase incense sticks, broadening the market reach.
- ❖ **Innovation in Fragrance:** Manufacturers are introducing a wide variety of fragrances, catering to diverse consumer preferences.
- ❖ **Eco-friendly Packaging:** There is a growing trend towards sustainable and eco-friendly packaging, aligning with global environmental concerns.

Major Players in the Market:

- ❖ **Local Players:** Small and medium-sized enterprises (SMEs) dominate the local market, often producing handcrafted incense sticks using traditional methods.
- ❖ **International Brands:** Prominent international brands have also entered the Sri Lankan market, offering premium and diverse fragrance options. Brands like Hem Incense, Cycle Pure Agarbathies, and Satya Sai Baba are notable.

Target Audience

Demographics:

- ❖ **Age:** Primary consumers are adults aged 25-60, with a significant portion being middle-aged individuals.
- ❖ **Gender:** Both men and women purchase incense sticks, though there is a slight skew towards female buyers.
- ❖ **Income Level:** Middle to upper-middle-income households are the main consumers, with disposable income to spend on wellness and lifestyle products.

Psychographics:

- ❖ Lifestyle: Consumers interested in holistic health, wellness, and spirituality are primary users. This includes yoga practitioners, meditators, and individuals seeking relaxation.
- ❖ Values: The target audience values natural and organic products, sustainability, and quality craftsmanship.
- ❖ Purchasing Behaviour: Consumers prefer brands with a strong reputation for quality and authenticity. They are likely to make repeat purchases and are influenced by product reviews and recommendations.

Competitive Analysis

Local Competitors

1. Cavadi.lk

- Website: [Cavadi.lk - Incense Sticks](https://cavadi.lk)
- Strengths:
 - Wide variety of incense sticks and related products.
 - User-friendly website with easy navigation and product categorization.
 - Active presence on social media platforms.
 - Offers detailed product descriptions and usage information.
- Weaknesses:
 - Limited focus on branding and storytelling.
 - No visible information about sustainability or eco-friendliness of products.

2. Thaisumeda

- Website: [Thaisumeda](https://thaisumeda.com)
- Strengths:
 - Emphasis on high-quality, handcrafted incense sticks.
 - Attractive website design with a focus on the premium nature of products.
 - Detailed information about the origin and ingredients of products.
 - Strong focus on natural and organic products.
- Weaknesses:
 - Higher price point may not appeal to all segments of the market.
 - Limited product range compared to other competitors.

3. Spa Ceylon

- Website: [Spa Ceylon - Incense Sticks](#)
- Strengths:
 - Well-established brand with a strong reputation in wellness and luxury products.
 - Extensive product range including incense sticks and related wellness products.
 - Strong branding and storytelling emphasizing luxury and holistic wellness.
 - Professional website design with high-quality images and detailed product descriptions.
- Weaknesses:
 - Premium pricing may limit accessibility for a broader audience.
 - May focus more on luxury spa products, with incense sticks being a secondary product.

4. Paradise Road

- Website: [Paradise Road - Incense Sticks](#)
- Strengths:
 - Known for high-quality, artisanal products.
 - Attractive and minimalist website design.
 - Focus on unique and aesthetically pleasing product offerings.
 - Established brand with a reputation for quality and design.
- Weaknesses:
 - Limited product range specifically for incense sticks.
 - Focus on design and aesthetics may overlook functional aspects.

SWOT Analysis

Strengths

- Cultural Significance: Incense sticks hold cultural and religious importance, ensuring a consistent demand.
- Product Diversity: Offering a wide variety of fragrances can attract a broad audience.
- Local Authenticity: Emphasizing traditional craftsmanship and local heritage can differentiate from international competitors.
- Growing Online Market: Increasing internet penetration and online shopping trends provide a large potential customer base.

Weaknesses

- Limited Digital Presence: Current online marketing efforts may be underdeveloped compared to competitors.
- Resource Constraints: Smaller budgets and limited resources for comprehensive digital marketing campaigns.
- Logistical Challenges: Shipping and handling can be a challenge, especially for international customers.
- Brand Recognition: Lesser-known brands might struggle to establish themselves online compared to well-established competitors.

Opportunities

- E-commerce Growth: Leveraging e-commerce platforms and own website to boost sales.
- Digital Marketing: Utilizing SEO, social media marketing, and email marketing to reach a wider audience.
- Content Marketing: Creating valuable content (e.g., blogs, videos) about the benefits and uses of incense sticks to educate and engage customers.
- Collaborations: Partnering with influencers or wellness brands to enhance brand visibility and credibility.
- Export Potential: Expanding sales to international markets with significant Sri Lankan diaspora.

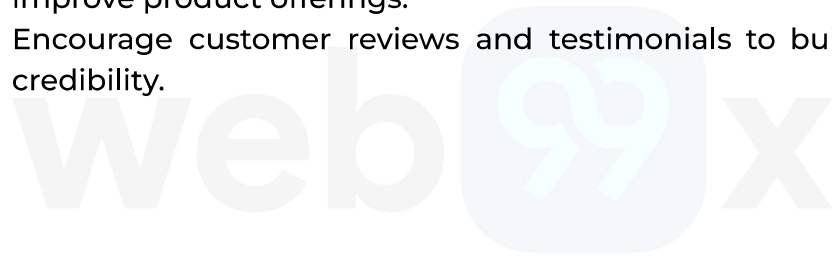
Threats

- Intense Competition: Both local and international competitors with strong online presence and marketing strategies.
- Market Saturation: High number of players offering similar products can make it difficult to stand out.
- Economic Fluctuations: Economic instability can affect consumer spending habits.
- Regulatory Changes: Changes in trade regulations and import/export laws can impact business operations.
- Consumer Preferences: Shift towards other fragrance alternatives like scented candles and essential oils could reduce demand for incense sticks.

Strategic Recommendations

1. Enhance Online Presence:
 - Develop a user-friendly and visually appealing website.
 - Utilize SEO techniques to improve search engine rankings.
 - Create and maintain active social media profiles on platforms like Facebook, Instagram, and Pinterest.

2. Content Marketing:
 - Publish regular blog posts on topics related to aromatherapy, wellness, and the cultural significance of incense sticks.
 - Produce high-quality videos demonstrating the production process, usage tips, and benefits of different fragrances.
3. Email Marketing:
 - Build an email subscriber list.
 - Send regular newsletters with product updates, promotions, and educational content.
4. Influencer Collaborations:
 - Partner with influencers in the wellness and lifestyle niches to reach a broader audience.
5. Optimize Logistics:
 - Improve shipping and handling processes to ensure timely and safe delivery of products.
 - Offer competitive shipping rates, including international shipping options.
6. Customer Engagement:
 - Implement customer feedback mechanisms to gather insights and improve product offerings.
 - Encourage customer reviews and testimonials to build trust and credibility.



3. Website Development

Functional Requirements

User-friendly Interface

The website should have an intuitive and visually appealing interface that allows users to easily navigate through various sections. The design should be simple yet elegant, reflecting the traditional and cultural essence of Rankoth Holdings. Key elements include a clear menu structure, well-organized content, and easy access to important information.

Key Features:

- ❖ Intuitive navigation bar.
- ❖ Clear and concise labels for menu items.
- ❖ Consistent layout across all pages.
- ❖ Use of high-quality images and graphics to enhance visual appeal.

Mobile Responsiveness

With a significant number of users accessing websites via mobile devices, it is crucial to ensure that the website is fully responsive. The layout should adapt seamlessly to different screen sizes and devices, providing an optimal user experience whether viewed on a desktop, tablet, or smartphone.

Key Features:

- ❖ Responsive design framework (e.g., Bootstrap).
- ❖ Adaptive images and media that adjust to screen size.
- ❖ Touch-friendly navigation elements.
- ❖ Fast loading times on mobile networks.

Detailed Product Catalogue with Descriptions (without e-commerce functionality)

The website should feature a comprehensive product catalogue showcasing the various incense sticks offered by Rankoth Holdings. Each product should have a detailed description highlighting its features, benefits, and unique selling points. High-quality images and potential usage scenarios can further enhance the catalogue.

Key Features:

- ❖ Categorized product listings.
- ❖ Detailed product descriptions including ingredients, aroma, and usage.
- ❖ High-resolution images of each product.
- ❖ Information on product availability and pricing (if applicable).

Customer Reviews and Testimonials

Incorporating customer reviews and testimonials can build trust and credibility among potential customers. This section should allow users to share their experiences and feedback about Rankoth Holdings' products, providing social proof of their quality and efficacy.

Key Features:

- ❖ Customer review submission form.
- ❖ Display of customer ratings and reviews.
- ❖ Highlighted testimonials from satisfied customers.
- ❖ Moderation tools to manage reviews.

Blog or Educational Section

An educational section or blog can serve as a valuable resource for users, offering insights into the benefits of incense, tips for usage, and information on the cultural significance of incense in Sri Lanka. Regularly updated content can also improve SEO and drive organic traffic to the website.

Key Features:

- ❖ Blog post creation and management tools.
- ❖ Categorized and tagged content for easy navigation.
- ❖ Integration of multimedia elements (videos, images, infographics).
- ❖ Comment section for user interaction and engagement.

Contact Forms and Location Details

To facilitate communication with potential and existing customers, the website should include contact forms and detailed location information. This section should provide users with multiple ways to get in touch, including a physical address, phone number, email, and social media links.

Key Features:

- Contact form with customizable fields.
- Google Maps integration to display physical store locations.
- Comprehensive contact information (address, phone, email).
- Links to social media profiles

Technology Stack: WordPress

- Plugins:

1. Website Design and Layout

- ❖ Elementor: A powerful page builder plugin for creating custom layouts and designs.
- ❖ GeneratePress or Astra: Lightweight and highly customizable themes that work well with Elementor.
- ❖ Smart Slider 3: For creating responsive and engaging sliders.

2. Product Display

- ❖ WooCommerce: Even if you don't sell products online, WooCommerce can be used to create detailed product listings.
- ❖ WooCommerce Custom Tabs: To add custom tabs on product pages for additional information.
- ❖ WooCommerce Product Table: To display products in a table format if needed.

3. SEO and Performance Optimization

- ❖ Yoast SEO: For on-page SEO optimization.
- ❖ WP Rocket: For caching and performance optimization.
- ❖ Smush: For image optimization to ensure fast loading times.

4. Contact and Interaction

- ❖ WPForms: For creating contact forms and inquiry forms.
- ❖ Live Chat by Formilla: To provide real-time customer support and interaction.
- ❖ Tawk.To Live Chat: Another popular live chat plugin for customer support.

5. Security and Backup

- ❖ Wordfence Security: For comprehensive website security.
- ❖ UpdraftPlus: For regular backups of your website.

6. Analytics and Tracking

- ❖ MonsterInsights: For integrating Google Analytics and tracking website performance.
- ❖ WP Statistics: An alternative for tracking visitor statistics directly within WordPress.

7. Content Management and Blogging

- ❖ Classic Editor or Gutenberg: Depending on your preference for editing posts and pages.
- ❖ Content Views: To create grids and lists of posts or pages.

8. User Experience and Navigation

- ❖ Max Mega Menu: For creating advanced navigation menus.
- ❖ Breadcrumb NavXT: For breadcrumb navigation, enhancing user navigation experience.

9. Social Media Integration

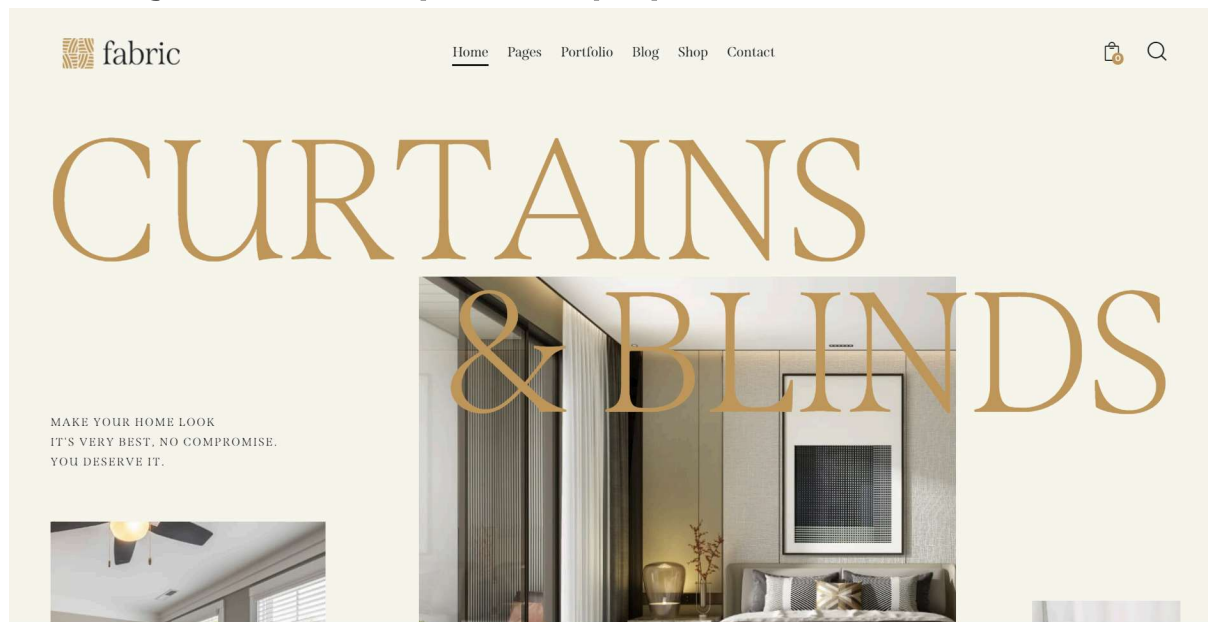
- ❖ Social Warfare: For adding social sharing buttons.
- ❖ Instagram Feed: To display your Instagram feed on the website.

10. Miscellaneous Enhancements

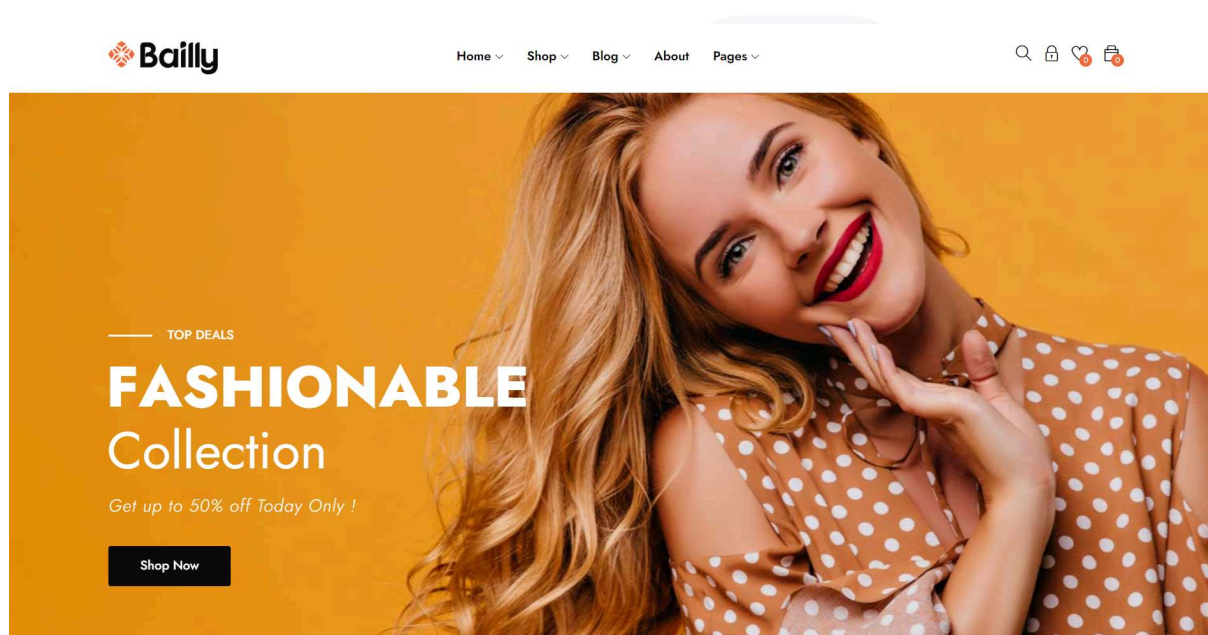
- ❖ WPML or Polylang: For multilingual support if needed.
- ❖ Advanced Custom Fields (ACF): To create custom fields for products or other custom post types.
- ❖ Envira Gallery: For creating beautiful image galleries.



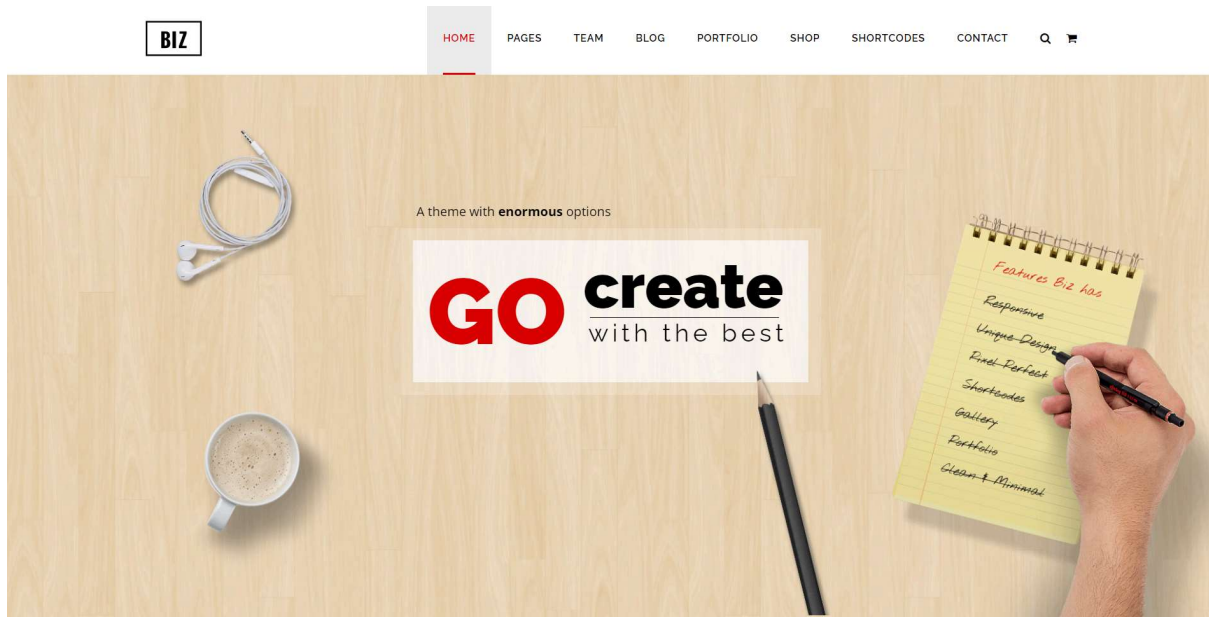
4.Design and User Experience (UX)



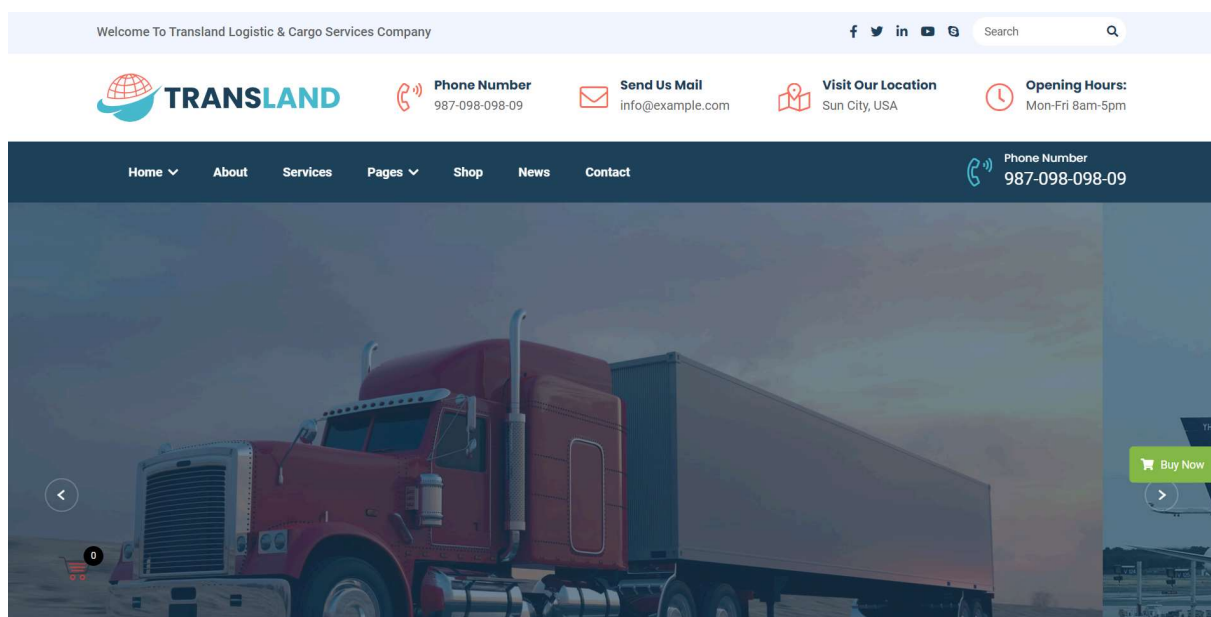
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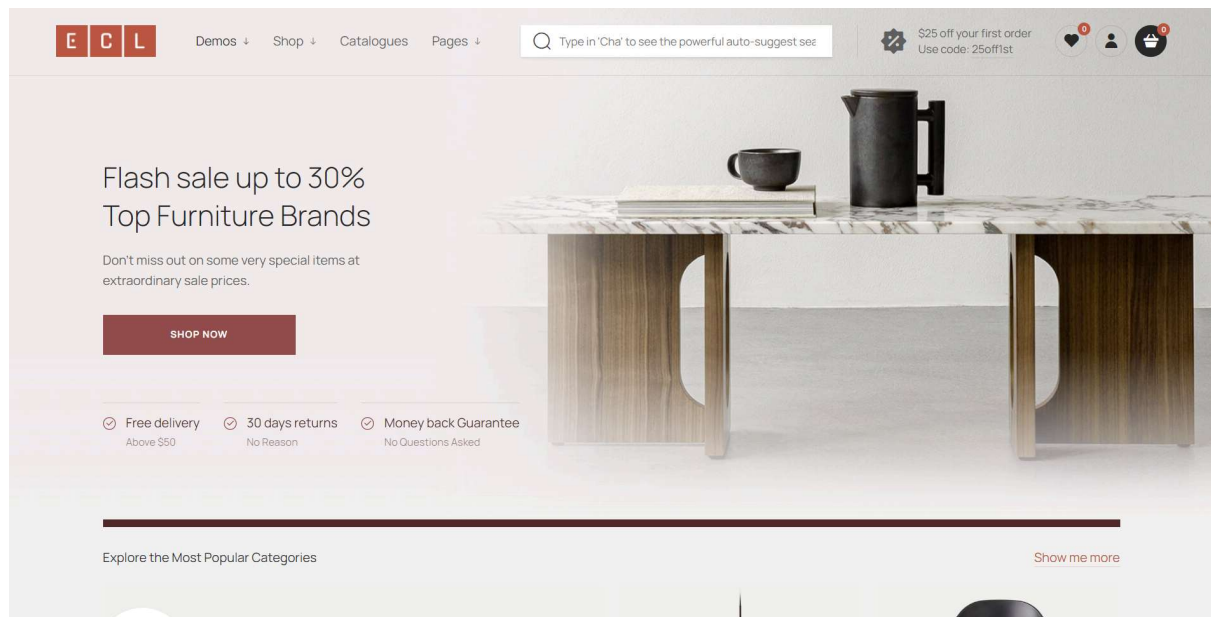
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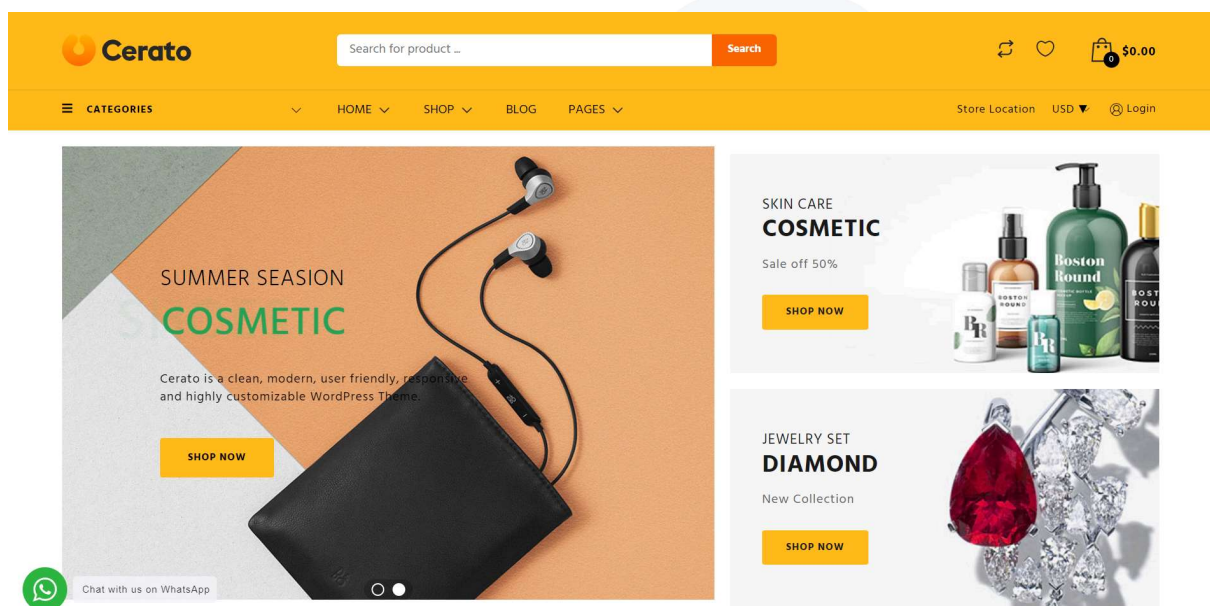
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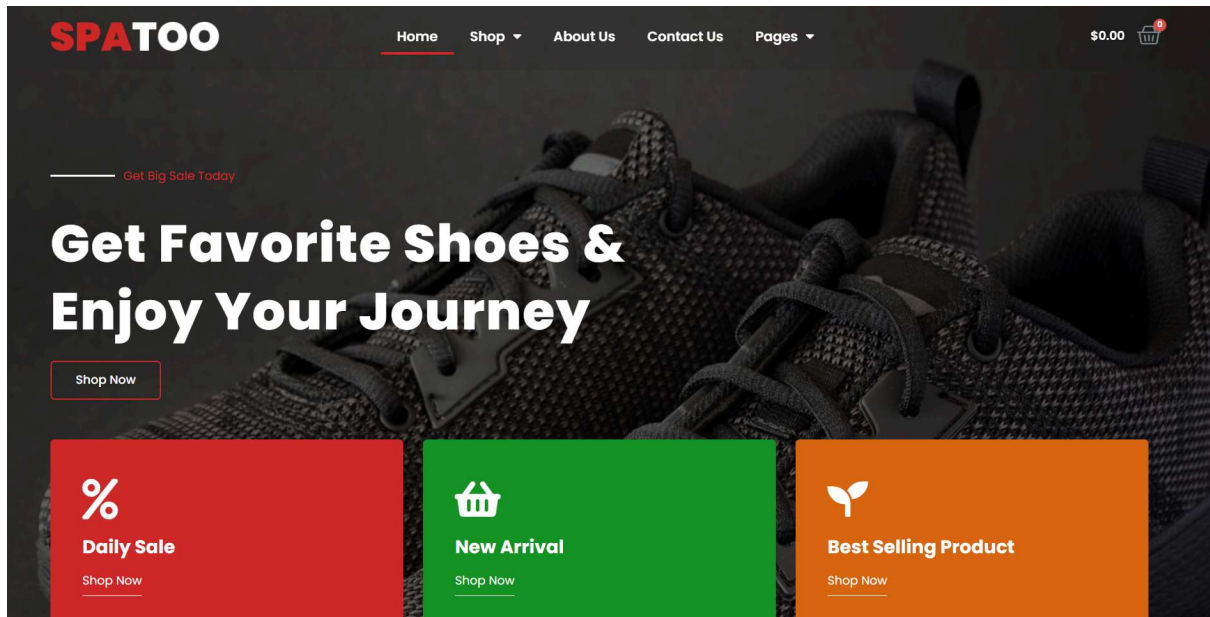
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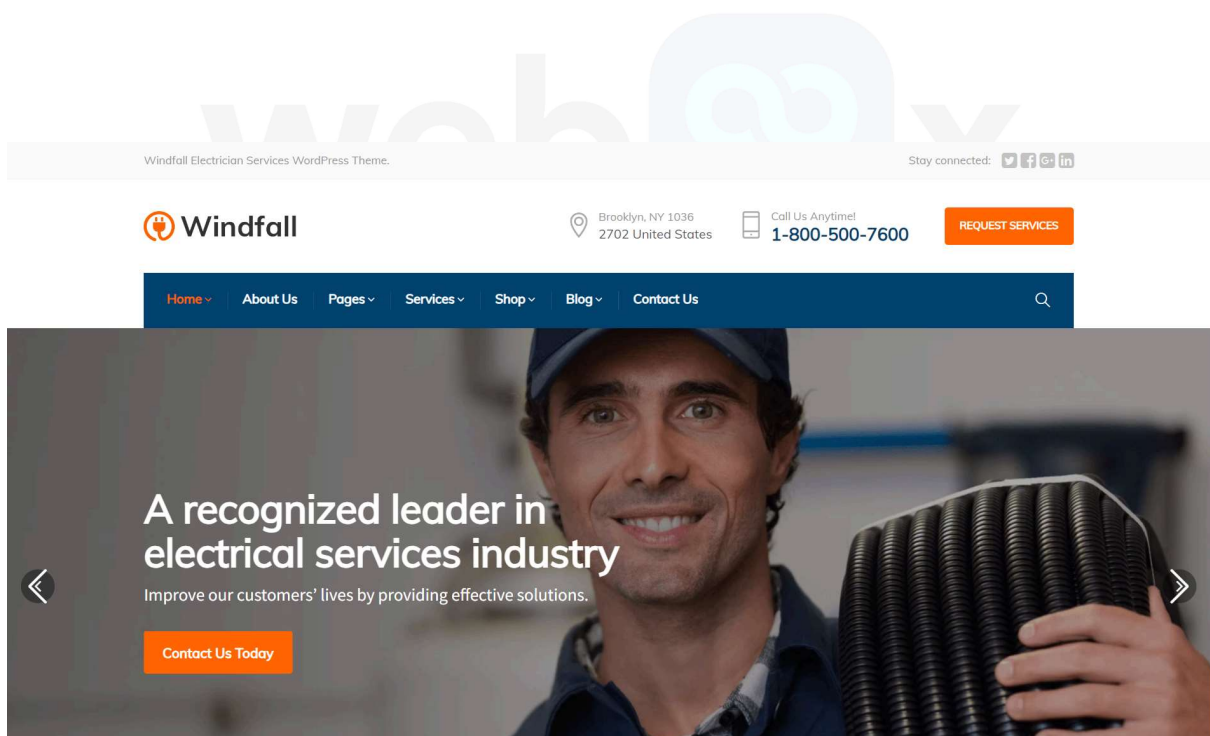
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5.Development Plan

Timeline

Phase 1: Initial Planning and Research

- Milestone 1: Define Objectives
 - Set clear objectives for the website redesign, including improved user experience, better product presentation, and increased online visibility.
 - Identify key performance indicators (KPIs) to measure the success of the project.
- Milestone 2: Competitor Analysis
 - Conduct detailed analysis of local competitors (Cavadi.lk, Thaisumeda, Spa Ceylon, Paradise Road).
 - Identify strengths, weaknesses, opportunities, and threats (SWOT) from the analysis.
- Milestone 3: Target Audience Research
 - Define target audience demographics and psychographics.
 - Develop user personas to guide the website design and content creation.

Phase 2: Design and Development Planning

- Milestone 4: Sitemap and Wireframes
 - Create a sitemap outlining the website's structure and navigation.
 - Develop wireframes for key pages (Home, Products, About Us, Contact, Blog).
- Milestone 5: Design Mockups
 - Design high-fidelity mockups for the website's key pages.
 - Ensure the design is visually appealing, user-friendly, and aligns with the brand's identity.

Phase 3: Content Creation and Preparation

- Milestone 6: Content Strategy
 - Develop a content strategy, including product descriptions, blog topics, and multimedia content (images, videos).
 - Ensure content aligns with the brand's voice and appeals to the target audience.
- Milestone 7: Product Information
 - Gather and organise detailed product information, including descriptions, images, usage instructions, and benefits.
 - Create or update product listings with high-quality images and detailed descriptions.

Phase 4: Website Development

- Milestone 8: WordPress Setup
 - Set up a WordPress installation on the chosen hosting provider.
 - Install and configure the selected theme (e.g., GeneratePress or Astra) and essential plugins (e.g., Elementor, WooCommerce).
- Milestone 9: Page Development
 - Develop key pages (Home, Products, About Us, Contact, Blog) using Elementor.
 - Implement navigation menus, header, and footer according to the wireframes and design mockups.
- Milestone 10: Product Listings
 - Create detailed product listings using WooCommerce.
 - Add custom tabs for additional product information using WooCommerce Custom Tabs.
 - Display products in an organized format, possibly using WooCommerce Product Table.

Phase 5: Testing and Quality Assurance

- Milestone 11: Functionality Testing
 - Test all website functionalities, including navigation, forms, product listings, and any interactive elements.
 - Ensure compatibility across different browsers and devices (desktop, tablet, mobile).
- Milestone 12: Content Review
 - Review all content for accuracy, spelling, and grammar.
 - Ensure all images and multimedia are optimized for web performance.

Phase 6: Launch Preparation and Marketing

- Milestone 13: Pre-Launch Checklist
 - Verify that all functionalities are working as intended.
 - Ensure all content is complete and accurately presented.
 - Set up website analytics to monitor performance post-launch.
- Milestone 14: Soft Launch
 - Perform a soft launch to test the website with a small audience.
 - Gather feedback and make necessary adjustments before the full launch.
- Milestone 15: Full Launch
 - Officially launch the website to the public.
 - Announce the launch through social media, email marketing, and other channels.

Phase 7: Post-Launch Activities

- Milestone 16: Monitor Performance
 - Continuously monitor website performance using analytics tools.
 - Track KPIs and make data-driven decisions to improve the website.
- Milestone 17: Ongoing Updates and Maintenance
 - Regularly update the website with new content, products, and features.
 - Perform routine maintenance, including backups, security updates, and plugin updates.



6.Conclusion

At Web99x, we are committed to delivering a top-tier website redevelopment for Rankoth Holdings. Our detailed analysis and strategic planning ensure that the new website will not only meet but exceed current market standards and customer expectations.

By implementing modern design elements, optimizing for mobile responsiveness, and incorporating comprehensive product information and customer engagement features, we will create a user-friendly and visually appealing platform. Our focus on content marketing and SEO will enhance online visibility and attract a broader audience, while our robust development plan ensures a smooth and efficient project execution.

With Web99x's expertise and innovative approach, we are confident that the revamped Rankoth Holdings website will significantly strengthen their digital presence, foster customer loyalty, and drive business growth. Our continuous support and updates will ensure the website remains dynamic and responsive to evolving market trends, setting Rankoth Holdings apart as a leader in the incense sticks market in Sri Lanka and beyond.

