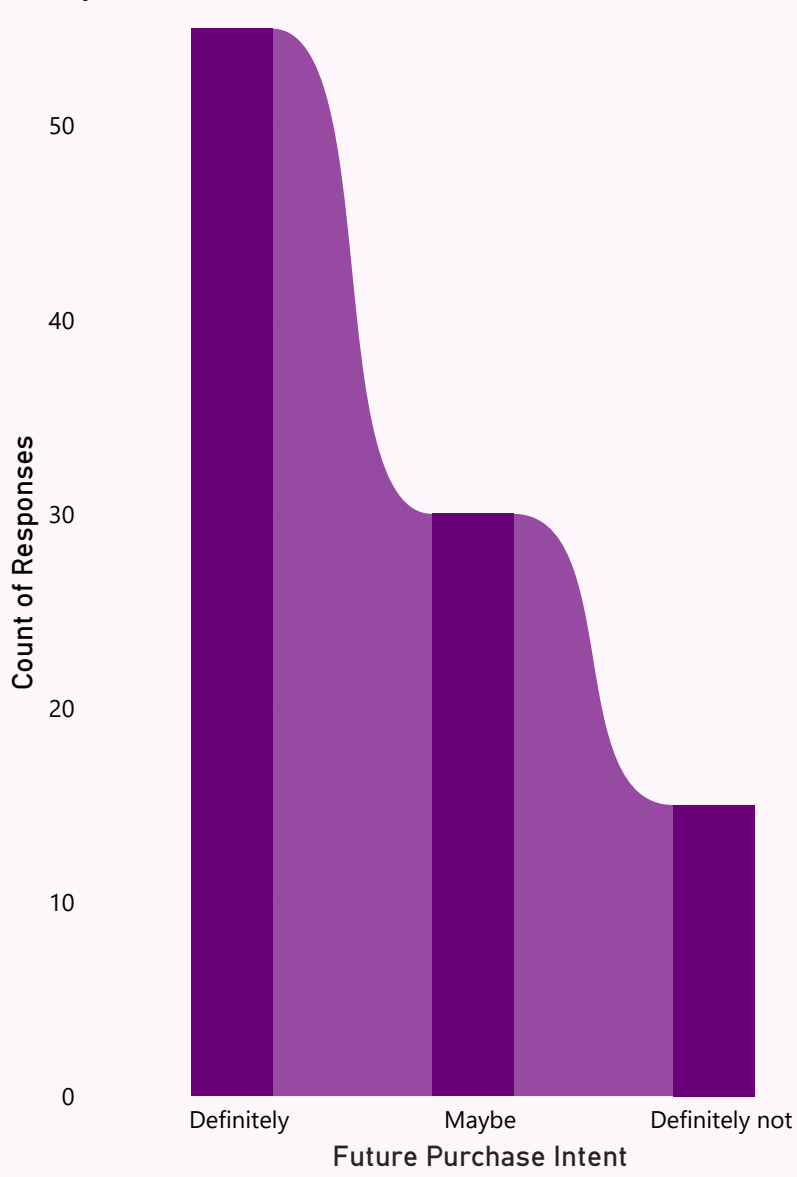
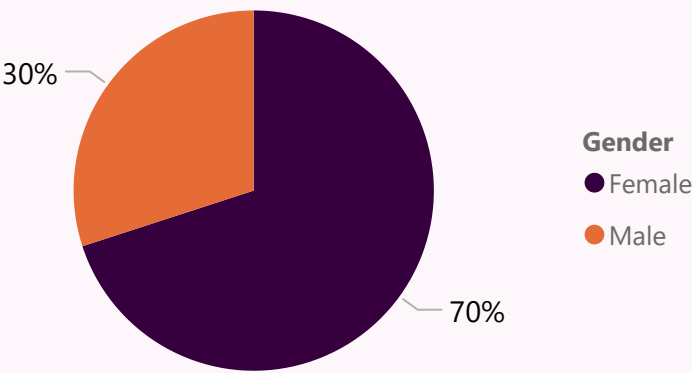


CERASHINE POST SAMPLING ANALYSIS (Dummy Data)

Respondents' Future Purchase Intent



Responses by Gender



Respondents' Irritation Experience



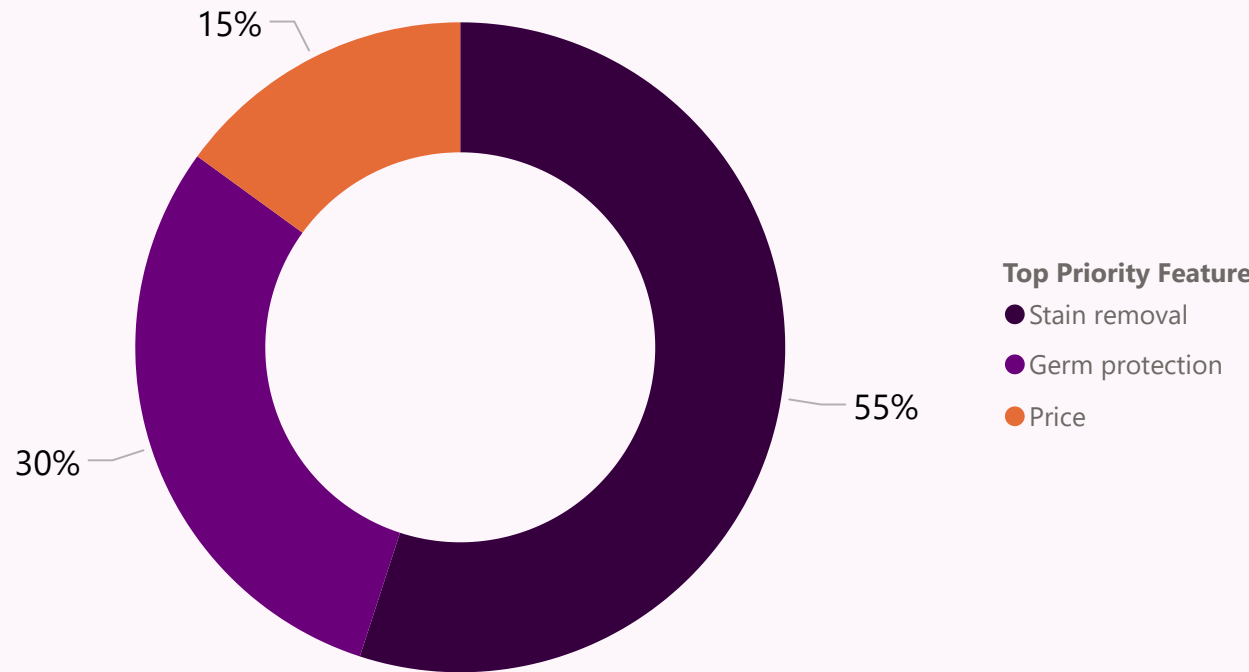
Amount Used Per Use

A moderate amount

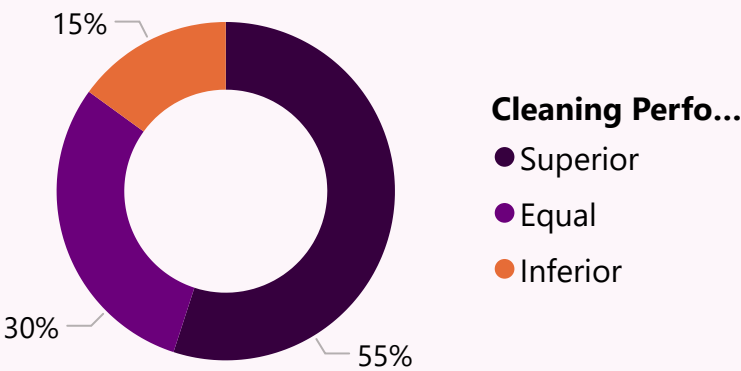
More than expected

Very little

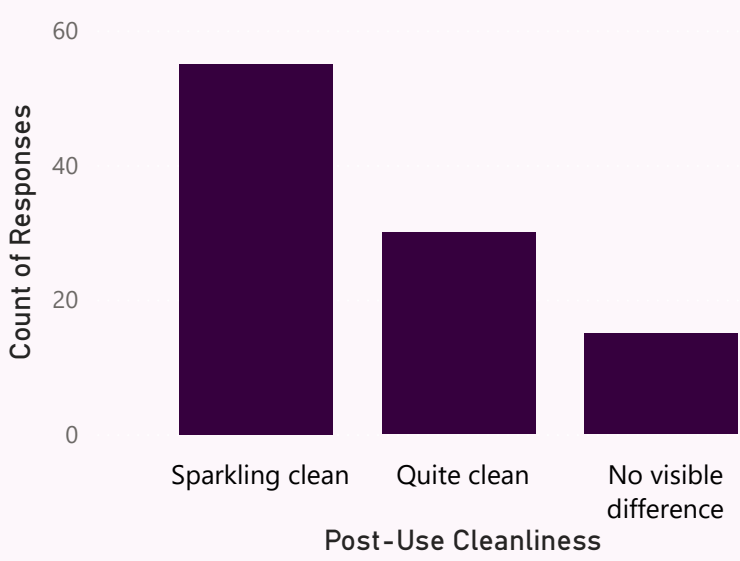
Top Priority Feature



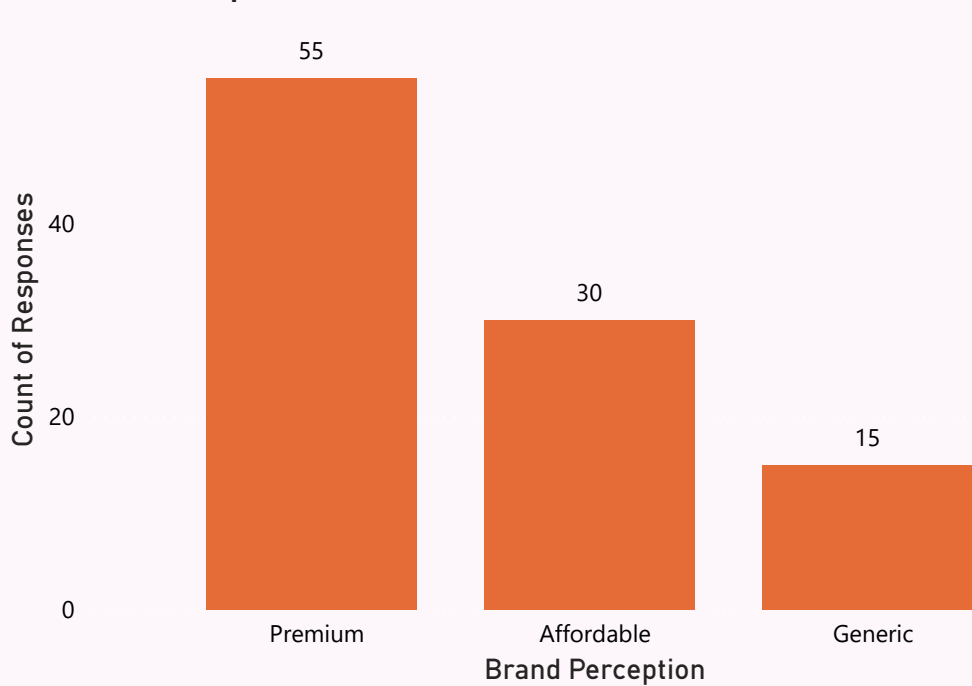
Cleaning Performance Comparison



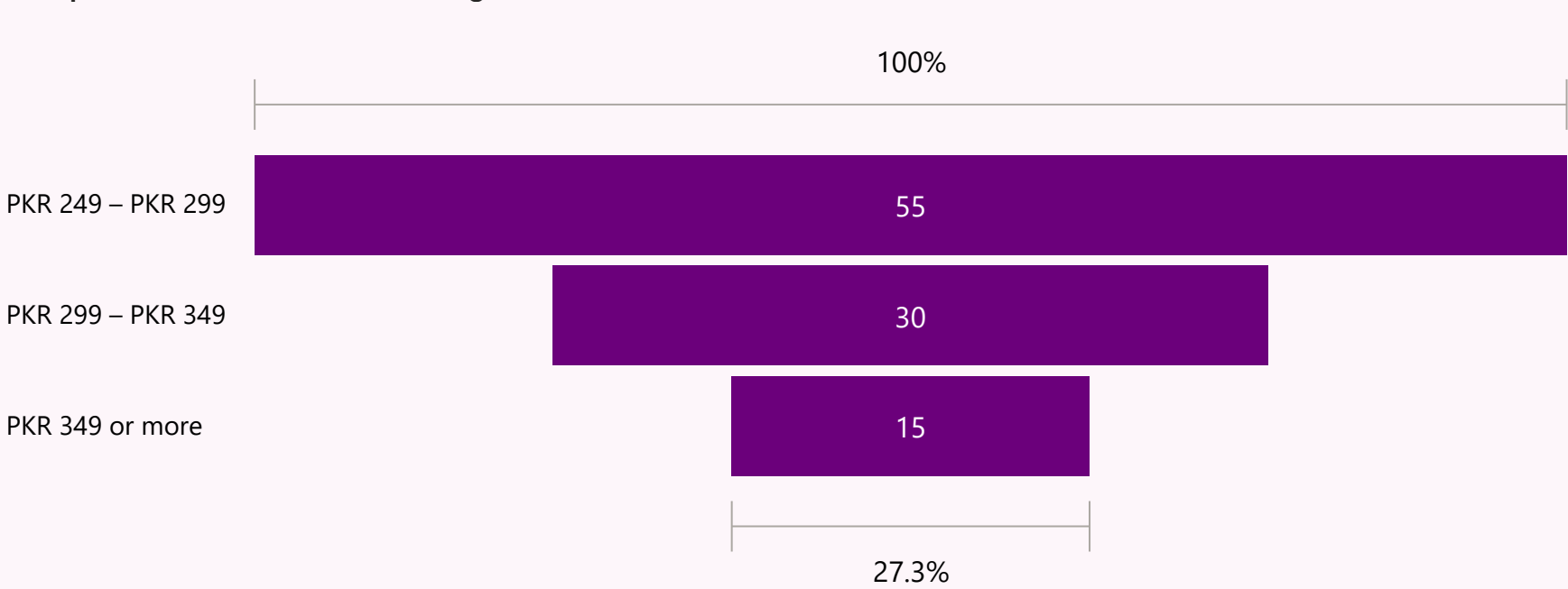
Post-Use Cleanliness



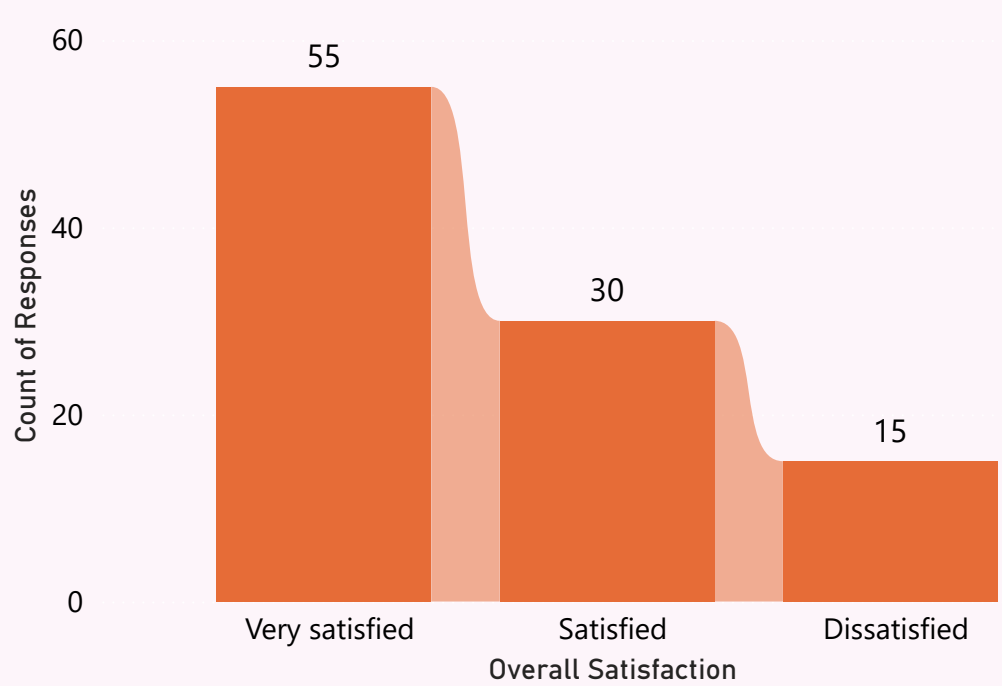
Brand Perception



Respondents' Fair Price Range (PKR) Preference



Overall Satisfaction



INSIGHTS

High Overall Satisfaction: A majority of users (over 80%) reported being “Very satisfied” or “Satisfied” with Cerashine, indicating strong product-market fit.

Effective Stain Removal: “Very effective” was the most selected option for stain removal, proving that the product delivers on one of the most critical cleaning needs.

Positive Fragrance Experience: Most respondents rated the fragrance as “Pleasant” or “Very pleasant,” with many noting it lasted several hours — a key differentiator.

Users Prefer Cerashine Over Competitors: Many users rated Cerashine better than Harpic, Domex, and Max in cleaning performance, fragrance, and ease of use.

Strong Female Engagement: 70% of participants were women, affirming the role of women as the primary cleaning product decision-makers — critical for targeting.

High Repeat Purchase Intent: A significant portion of users said they would “Definitely” or “Maybe” buy Cerashine again, indicating strong potential for customer retention.

Perceived as Good Value for Money: Respondents viewed Cerashine as better or equal in value compared to other brands, which supports a strong value-driven positioning.

RECOMMENDATIONS

Leverage High Satisfaction: Use testimonials or satisfaction statistics (e.g., “Over 80% of users rated it effective”) in marketing to build trust and attract new customers.

Target Female Consumers More Directly: Since 70% of users were female, tailor messaging in ads and packaging toward women, especially homemakers and housemaids.

Highlight Fragrance & Cleaning Power: Emphasize the long-lasting fragrance and sparkling clean finish as key product benefits — these were strong differentiators.

Position Cerashine Against Harpic: Since many users switched from Harpic, run targeted campaigns comparing Cerashine’s value, strength, and ease of use to Harpic.

Introduce Value Packs or Refills: Many users used it frequently and found the value good — a family-size bottle or refill pack can increase loyalty and usage.