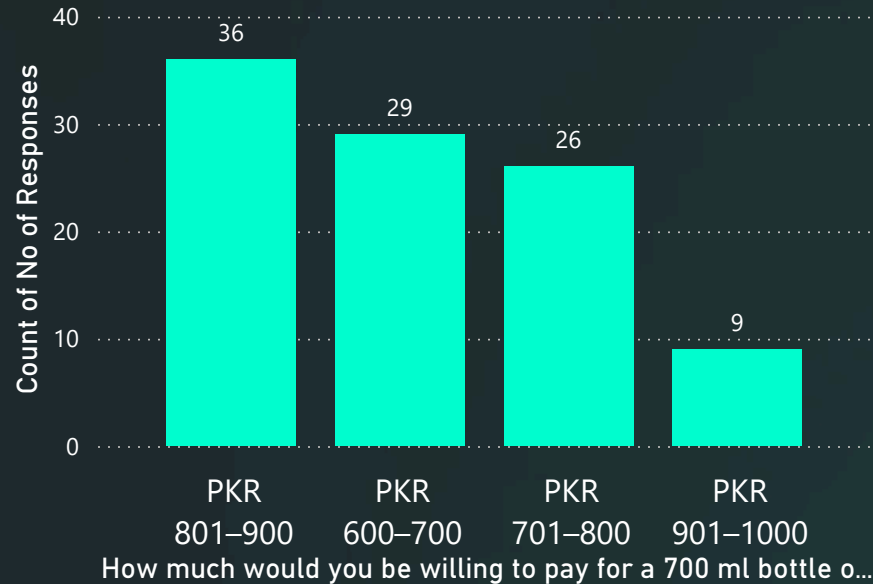
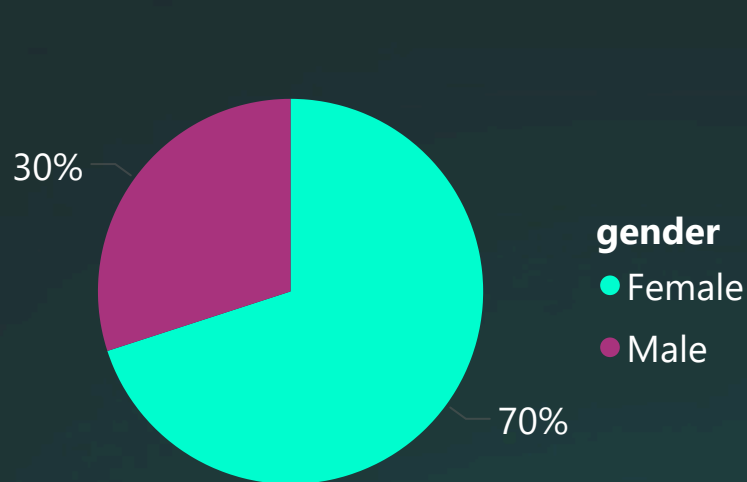


# FABRIWASH PRELAUNCH DASHBOARD (DUMMY DATA)

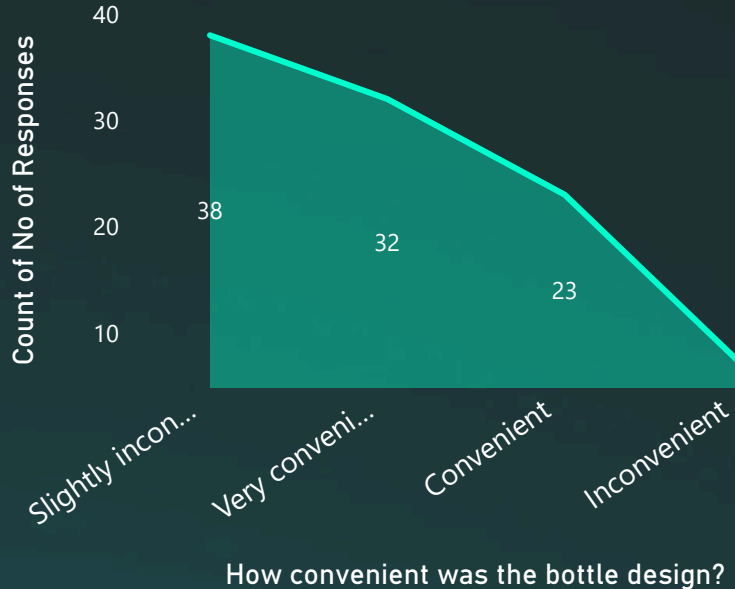
Respondents' price preference per 700 ml



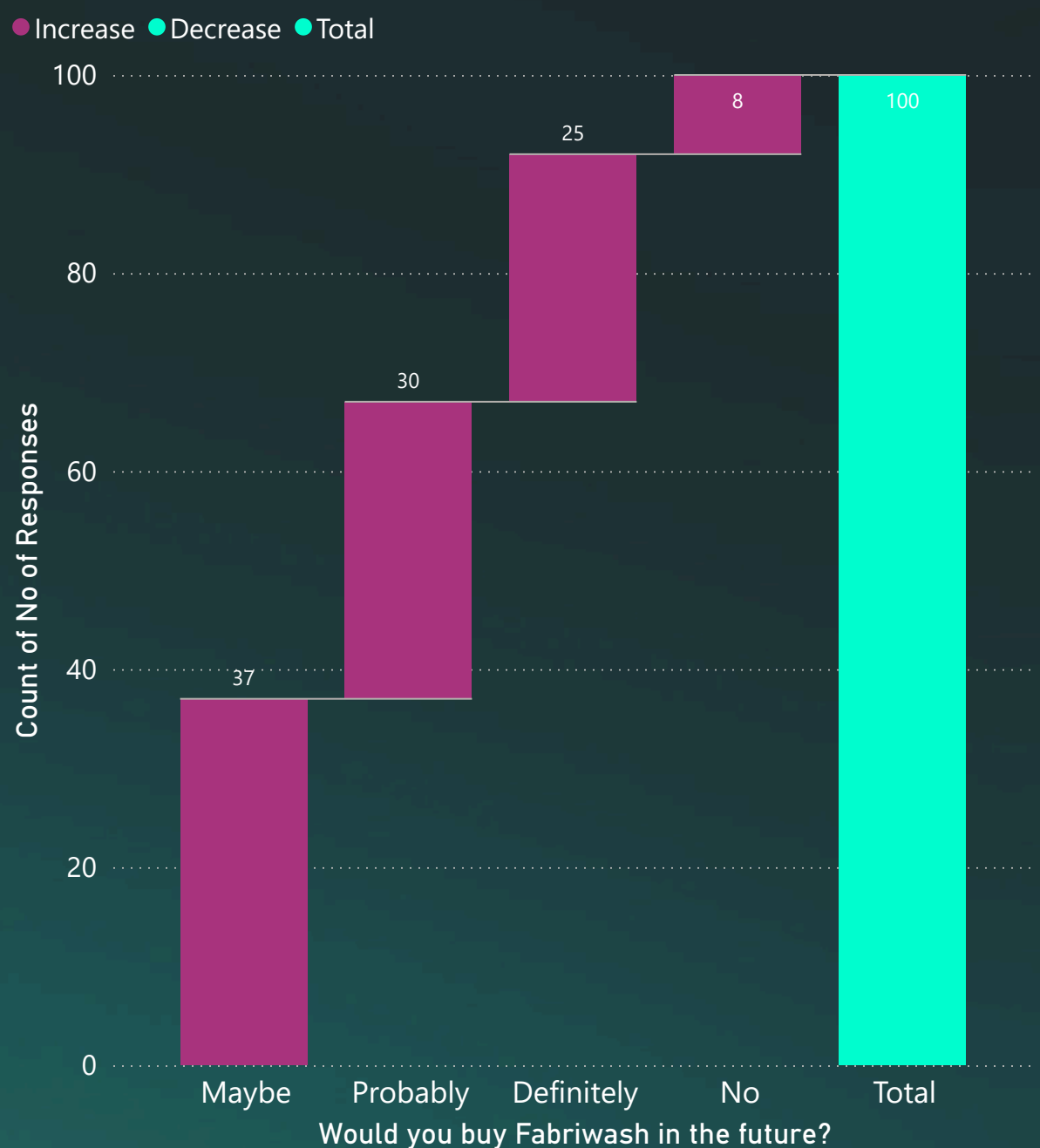
Responses by gender



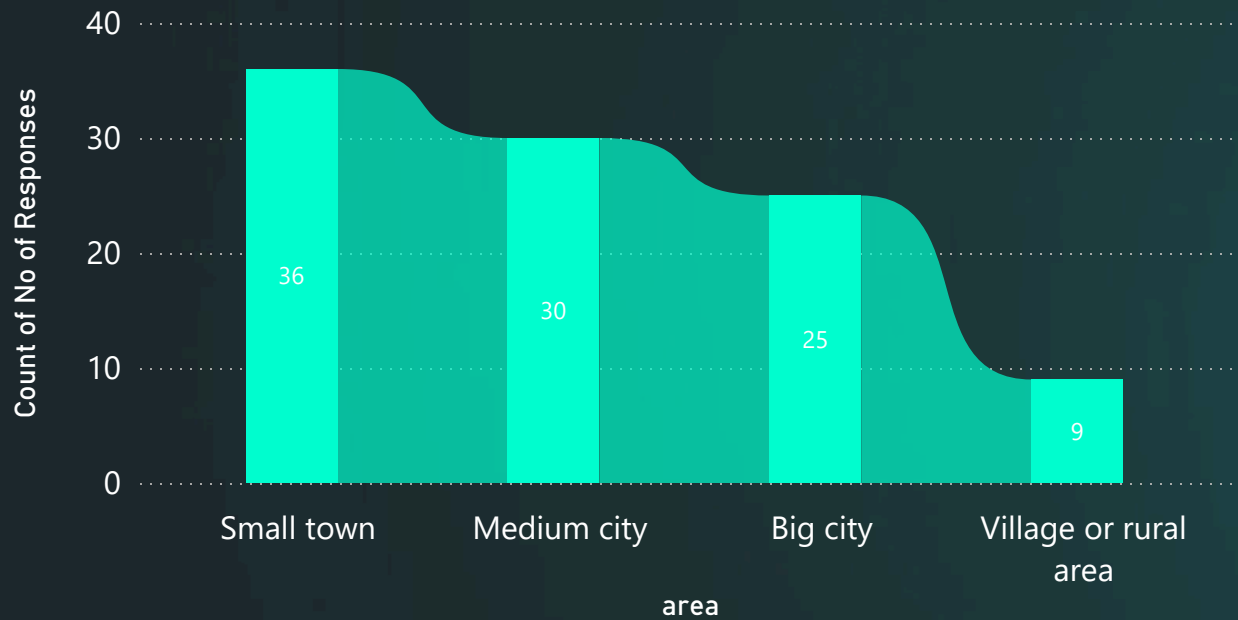
Bottle design convenience



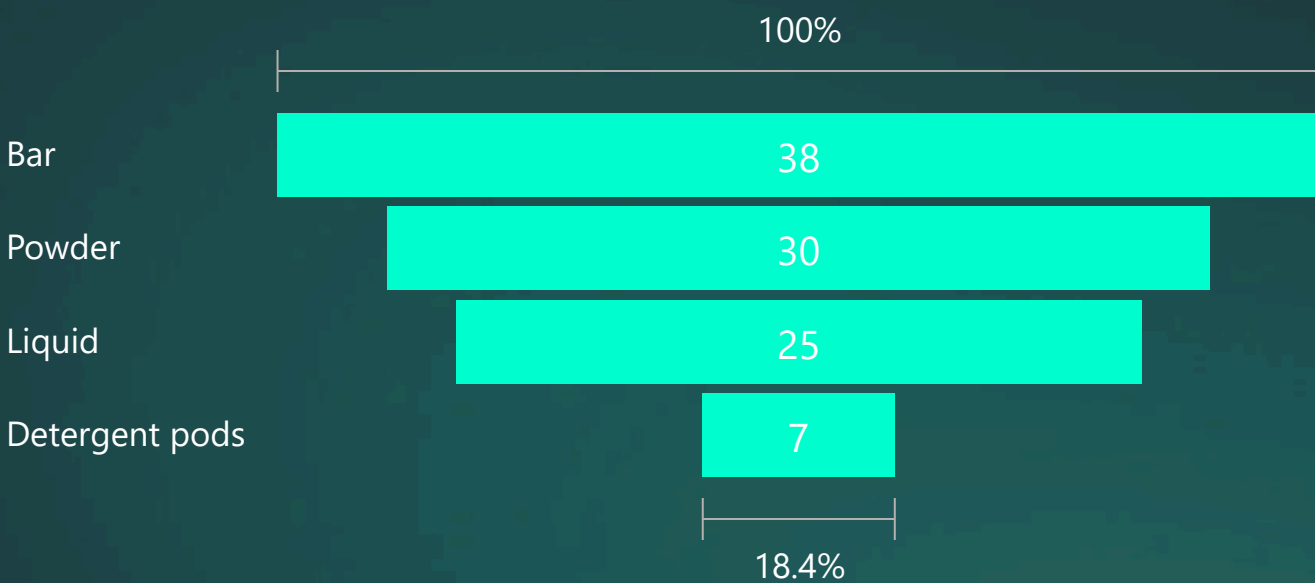
Repurchase of Fabriwash



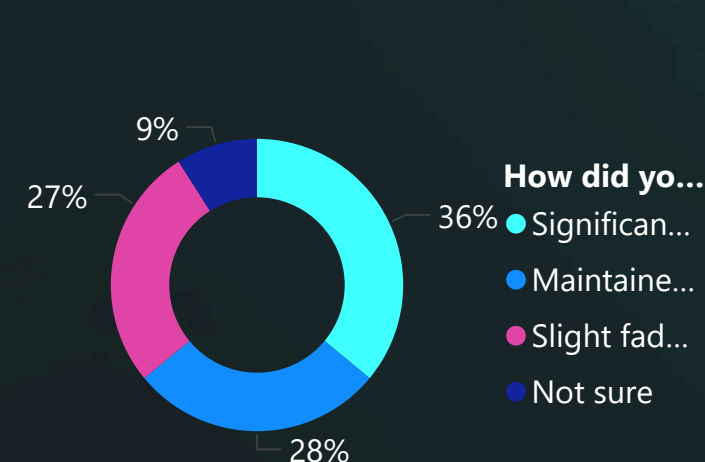
Responses by area



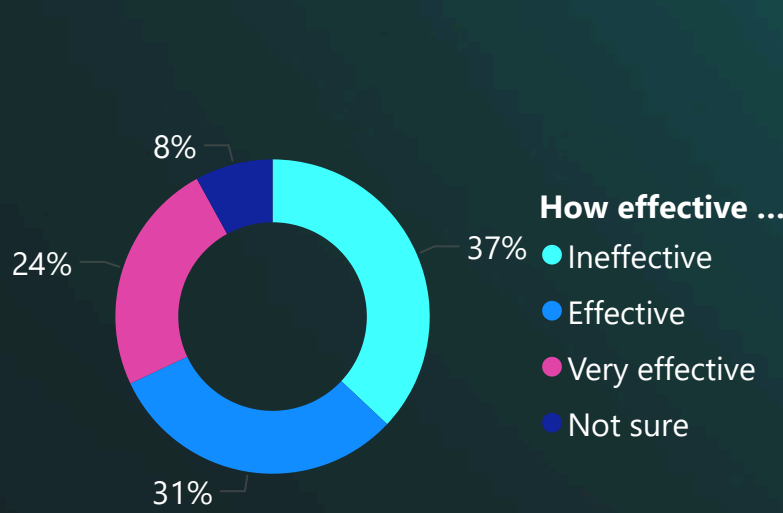
Fabirwash Competitors



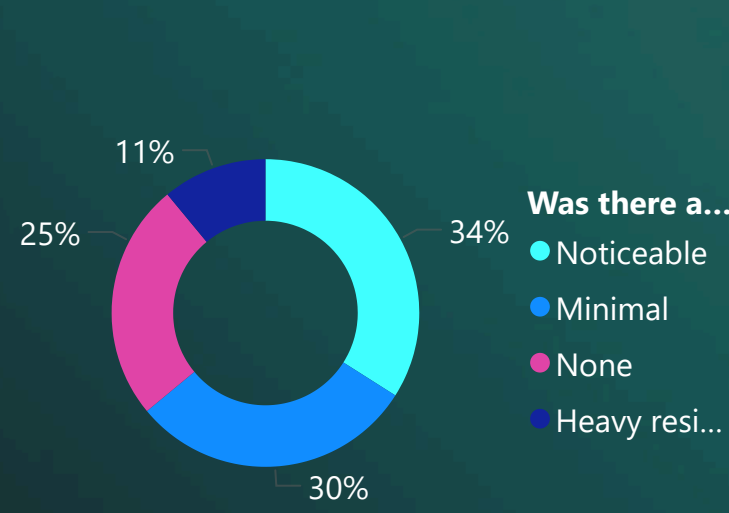
Coloured clothes appearance afterwash



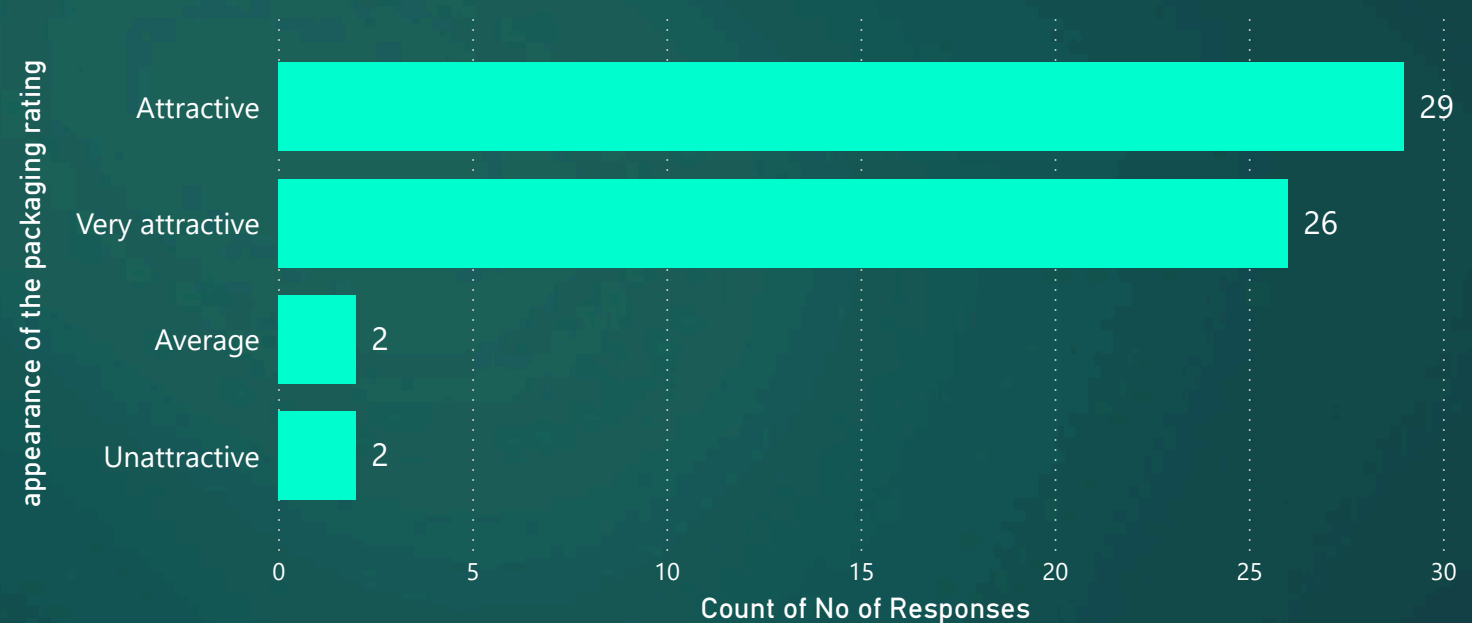
Tough stains removal



Residue left afterwash



Cleaning power rating



## Key Insights

### 1. Strong Product Satisfaction

**55% of respondents gave positive feedback**, praising **cleaning performance**, **fabric care**, and **fragrance**. Clothes felt **softer** and retained **color quality** well after use.

### 2. Fragrance Is a Key Strength

Most users found the fragrance **pleasant, long-lasting**, and **non-irritating**. Family approval of fragrance was also high — an emotional buying factor.

### 3. Packaging Issues Noted

A portion of users reported **leakage** and found the bottle design **inconvenient**, especially when pouring.

### 4. Perceived as Slightly Premium

While many users saw Fabriwash as equal or better than major brands (Surf Excel, Ariel), some found it **slightly expensive**, especially those used to powder/bar detergents.

### 5. Brand Switching Potential

**Over half of users** would consider switching to Fabriwash if improvements are made and price aligns with value perception.

## Key Recommendations

### 1. Fix Packaging Weakness

Include an easy-pour spout or handle for better usability.

### 2. Leverage Fragrance as a Unique Selling Point

Position Fabriwash as “**fragrance + fabric care focused**”.  
Use messaging like: “Long-lasting freshness, fabric-safe formula.”

### 3. Introduce Entry-Level Sizes & Offers

Launch **smaller, more affordable trial sizes** (e.g., 300ml or 500ml).  
Use **combo packs or limited-time discounts** to encourage first-time purchases.

### 4. Target Urban Female Demographic

Focus marketing on **female consumers in big/medium cities**, as they form your majority audience.  
Promote through **social media influencers, Instagram reels**, and **WhatsApp product shares**.

### 5. Boost Online Presence

Offer **Fabriwash online with discount codes** or loyalty programs.  
Highlight benefits like doorstep delivery and consistent availability.