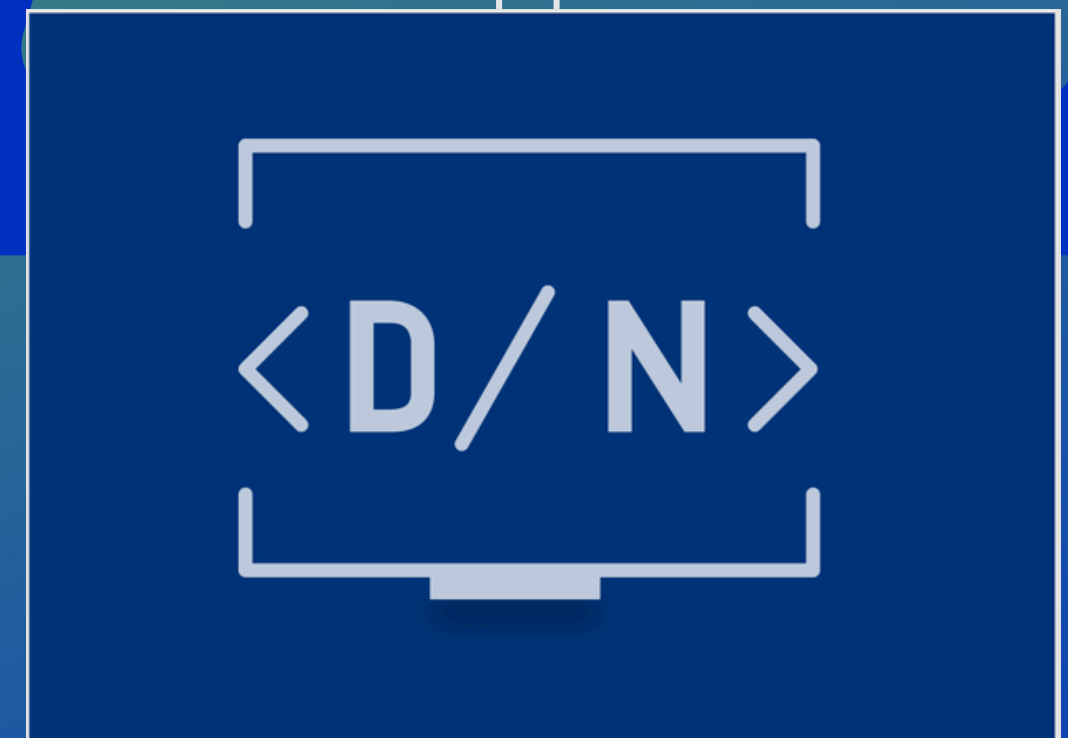


Business Case Study – Vize Web Development & Digital Marketing

Client: Vize Health and Hygiene Pvt. Ltd.
Vendor: DevNexus Solutions Pvt. Ltd.



Company Overview

Vize Health & Hygiene Private Limited are driven by the aim to help humanity lead a healthier and more hygienic life.





Vize Health & Hygiene Private Limited are driven by the aim to help humanity lead a healthier and more hygienic life through their cleanliness products, energy & health supplements, kids health drinks and more.

Available at   



Every Vize product you buy helps us feed a malnourished child.
For more details, visit www.viratkohli.foundation

#StayUnbeaten

 [Instagram/vizecare](https://www.instagram.com/vizecare)  [facebook/vizecare](https://www.facebook.com/vizecare)  [twitter/vizecare](https://twitter.com/vizecare)  www.vizecare.com

Problem Statement

During the pandemic, the healthcare and personal hygiene industry was booming. From top world leaders, doctors and influencers were promoting a precautionary move not just for the health development but also maintaining a precautionary measures in hygiene.

There was a large gap between the requirement and the fulfillment of the hygiene products such as hand sanitizers and was wholly covered by two major brands & some local unreliable players.

Vize dived in to fill a apart of the gap. Vize was launched in 2020 with a clear purpose to provide high-quality hygiene products that met the urgent needs of the COVID-19 pandemic.

The Promotor + Partner

Unsure if someone in India and abroad has not been a fan of Virat Kohli. And his brand endorsements.

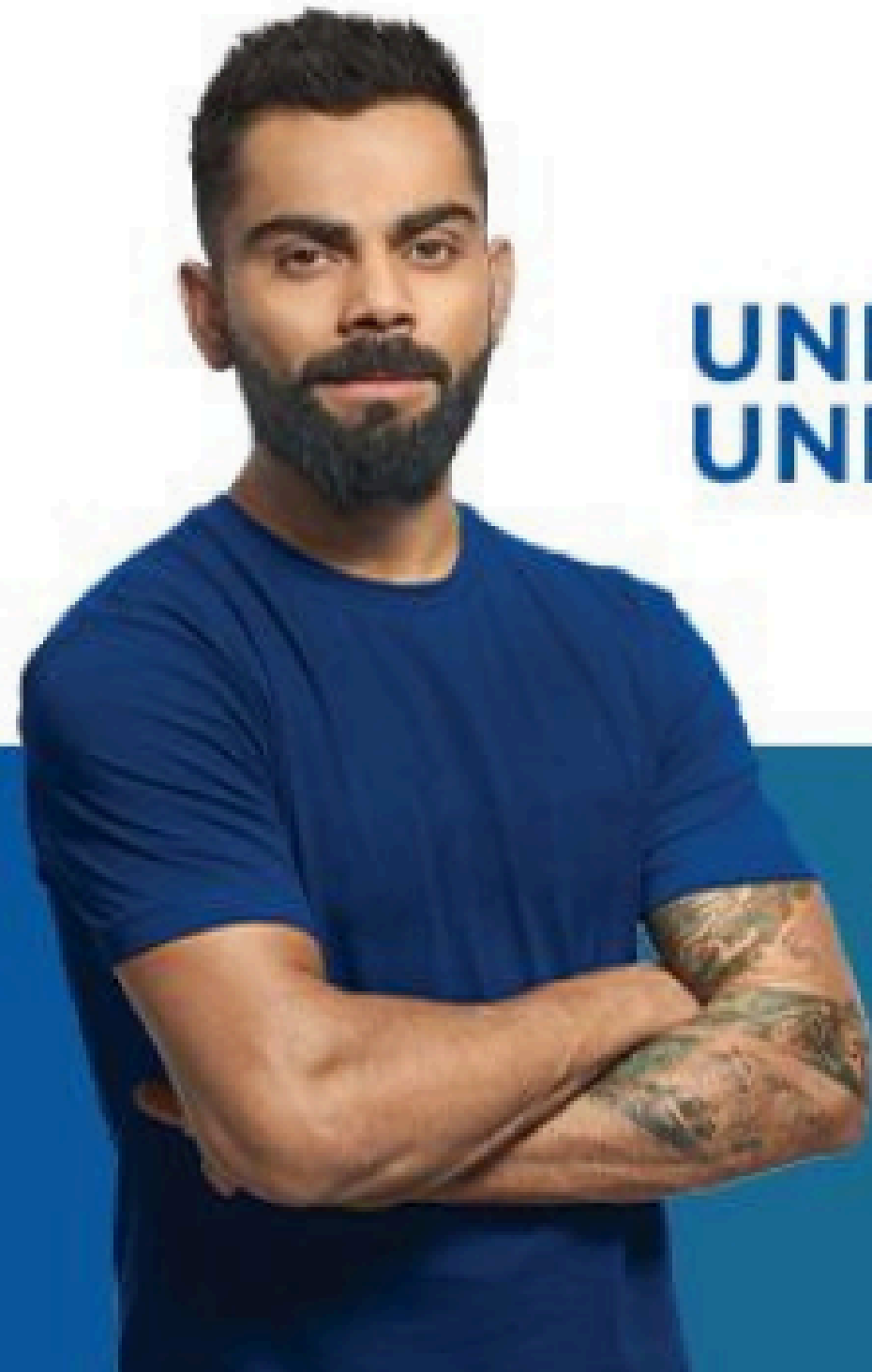
Celebs such as him take utmost care in endorsing any brands, especially due to the market value of both the parties involved.

Carrying the value to the brand, Virat officially endorses Vize Health & Hygiene to reflect the values of preparedness, discipline rigour, and world-class standards.

The basic aim of this company is to promote healthy lifestyle, precautions and exercise. Who better than Virat could take up this influential role?



Vize made the move to onboard Virat as the front face to promote hygiene during pandemic times.



UNBEATEN YOU,
UNBEATEN INDIA.

Virat Kohli



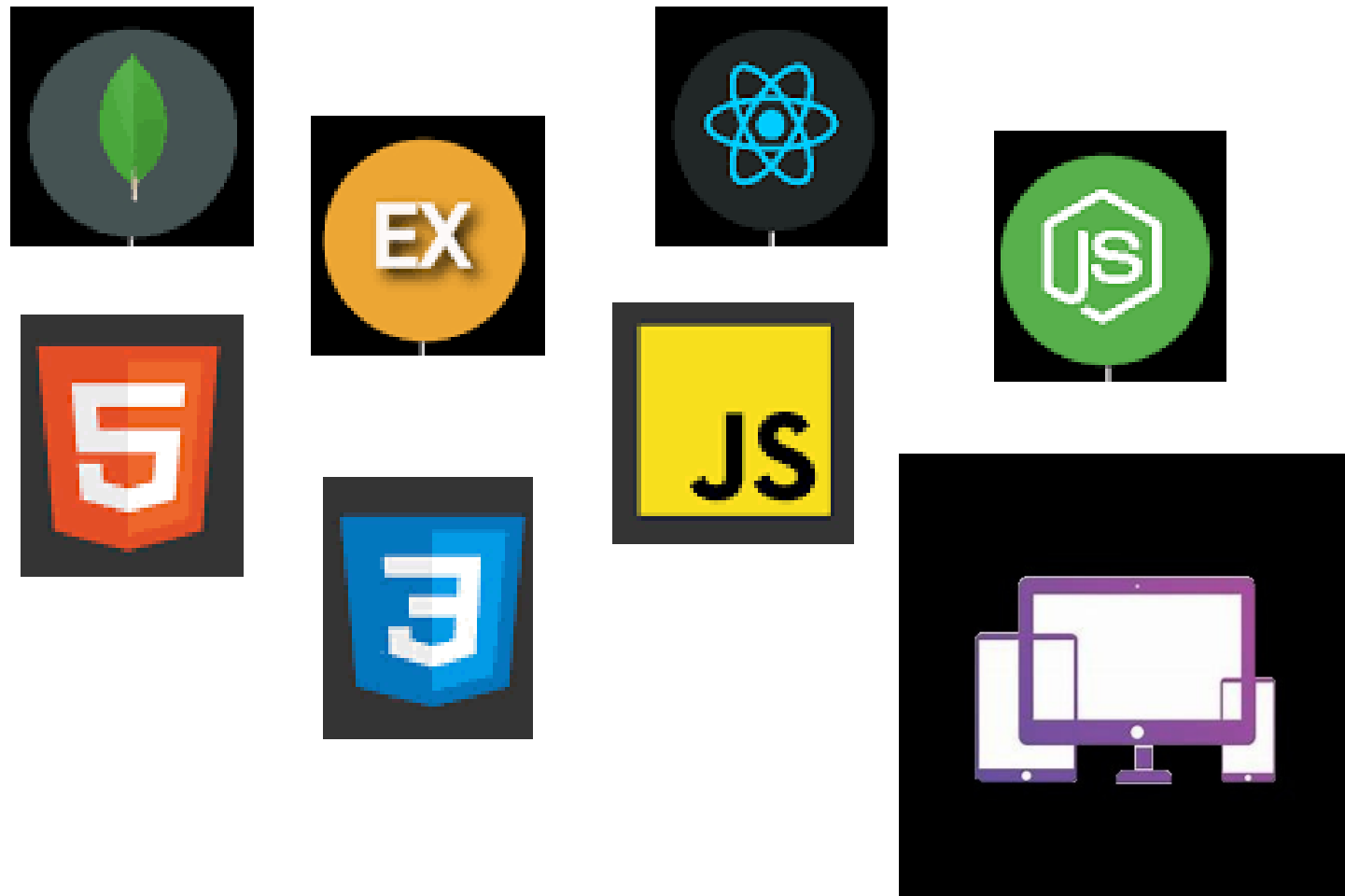
Recommended by:



and the news was all over the internet.

Solution Offered

1. Website Development



2. Digital Marketing & PR

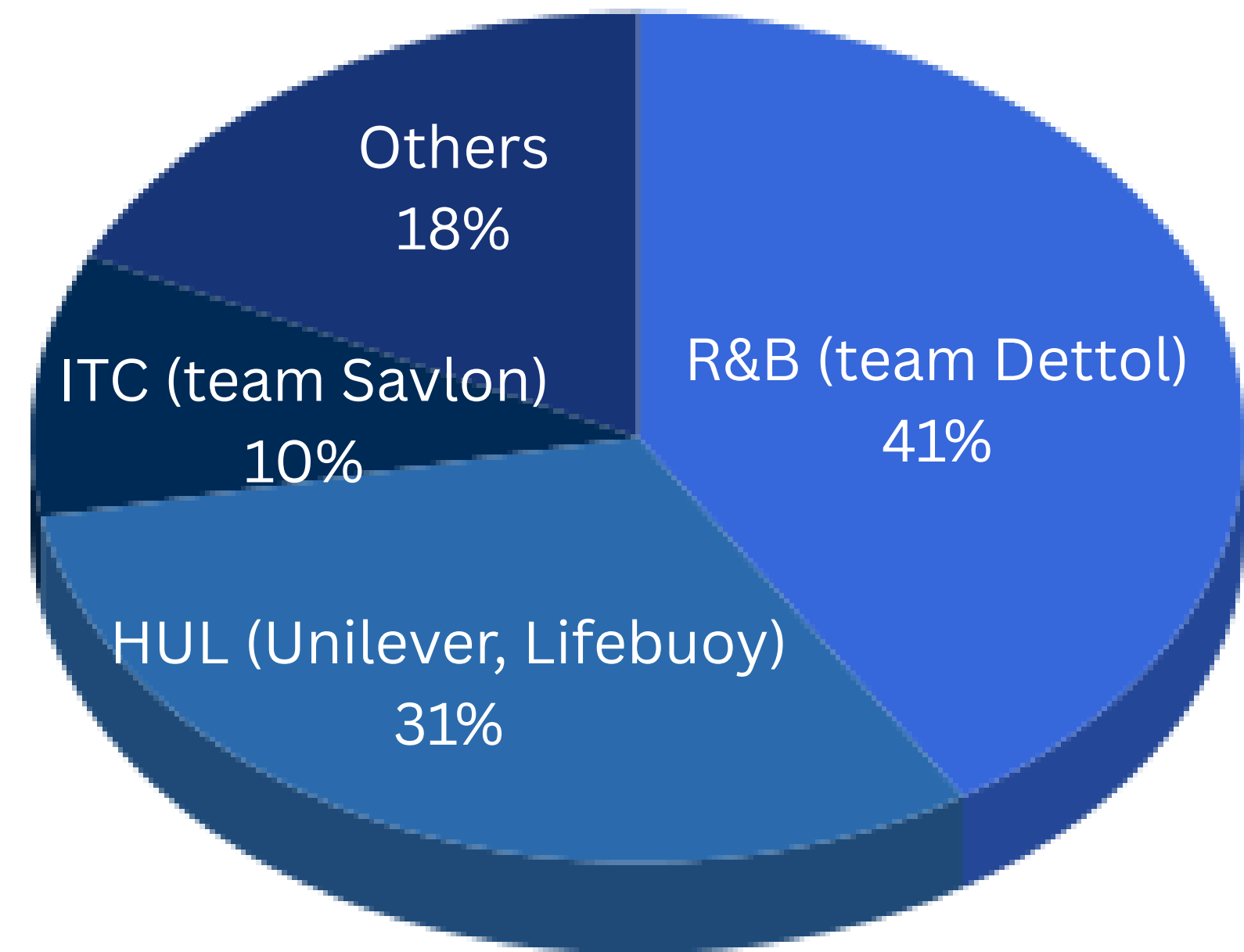


Competition Analysis

While the major market share is divided among two big leaders - Reckitt Benckiser and Hindustan Unilever, yet a smaller margin is yet to be explored.

They are the people using local products that may be insufficient for the job assigned. This is where our market lies.

While both the biggies are MNCs, our Make-In-India products in other spheres were making great progress. Hence, it was an opportunity to make Indians rely less on foreign company products.

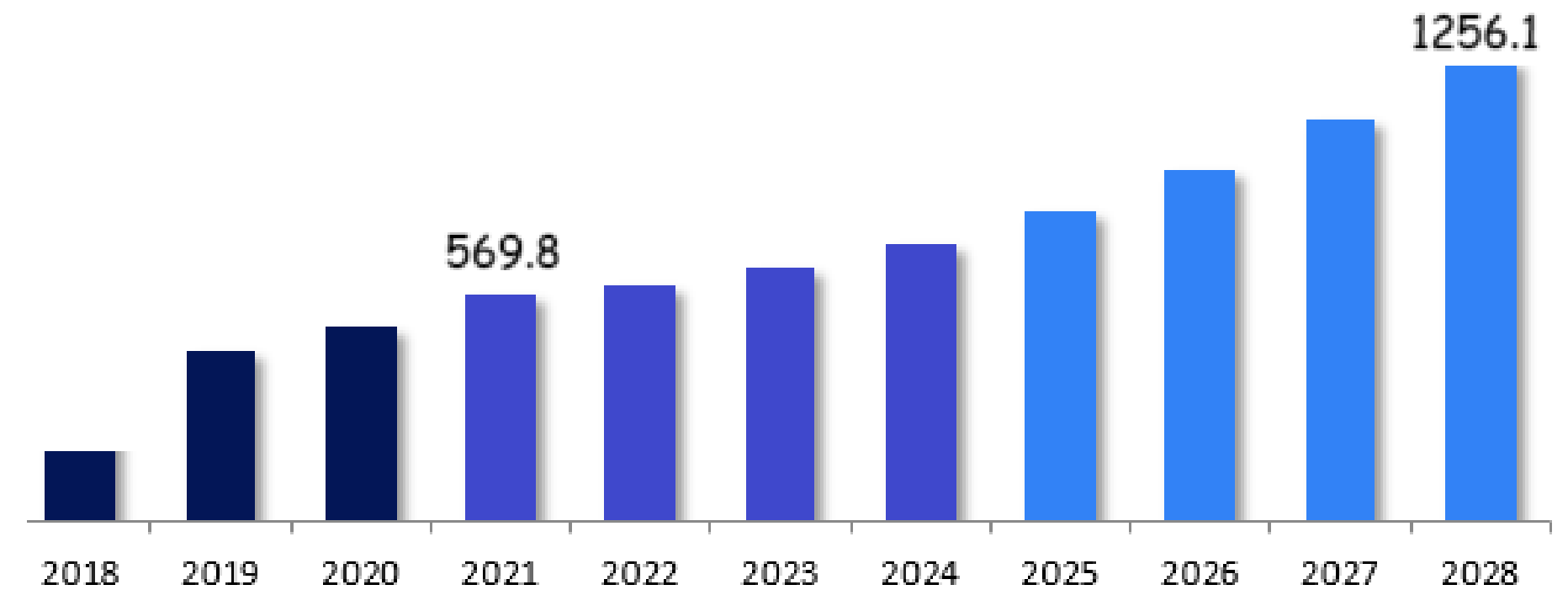


Industry Demand

Looking at the market scenario pre-Covid and during the covid phase, the rise of antiseptic soaps, sanitizers and hygiene products have been on a constant rise. The Indian market is expected to rise from approx 1B \$ to almost 10X.

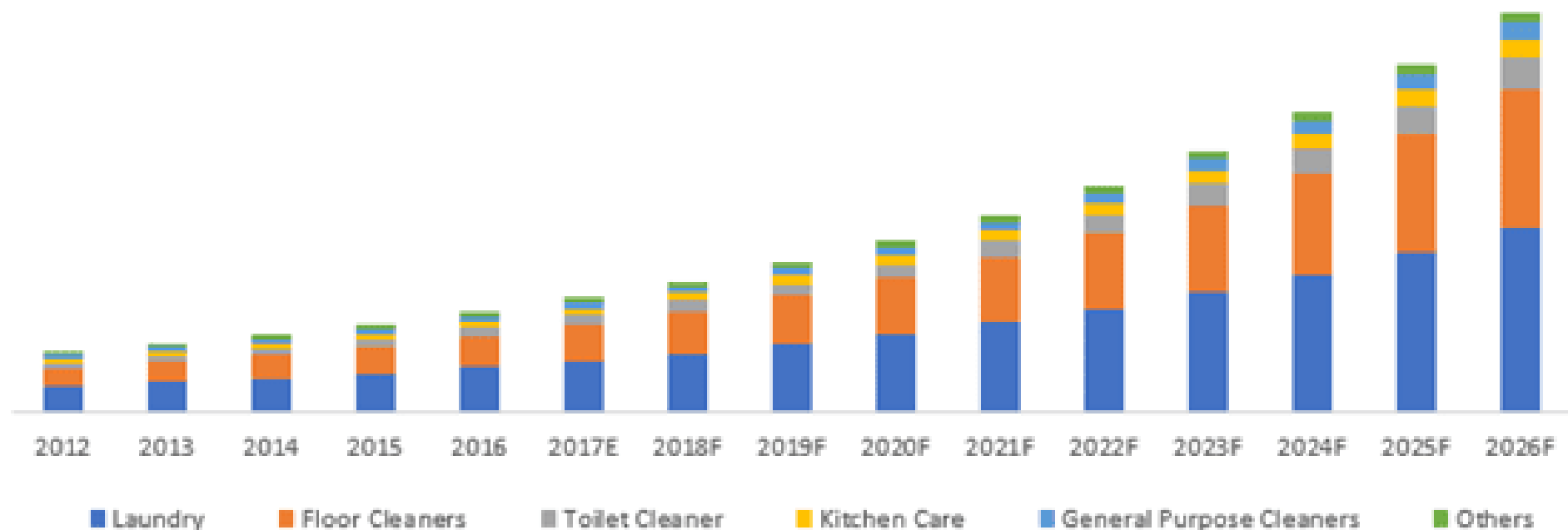
This is an opportunity to encash the bullish market with an apt launch to market scenario when big companies were unable to fulfill the demands created during the covid era and promote health & hygiene.

India Hand Sanitizer Market,
By Value, 2018-2028 (USD Million)



Source: BlueWeave Consulting

India Cleaning Chemicals Market Size, By Product Type, 2012-2026F

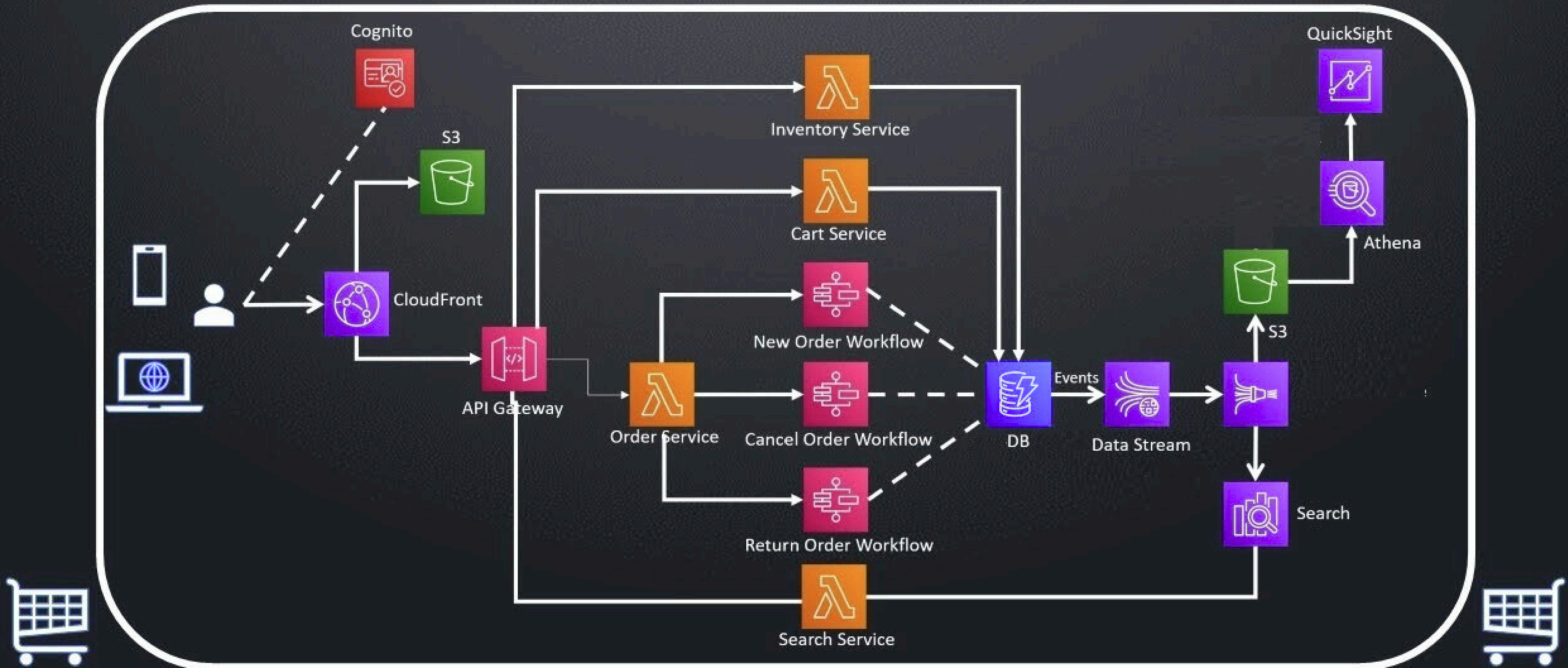


Others include sanitizers, rim blocks, etc.

Source: TechSci Research

eCommerce Architecture

VIZE website



Project SWOT Analysis



Strengths

- Internal Technical Expertise
- Project Management skills
- Strong Brand Power



Weaknesses

- Client's lack of Technical Knowhow
- Project Vision planning



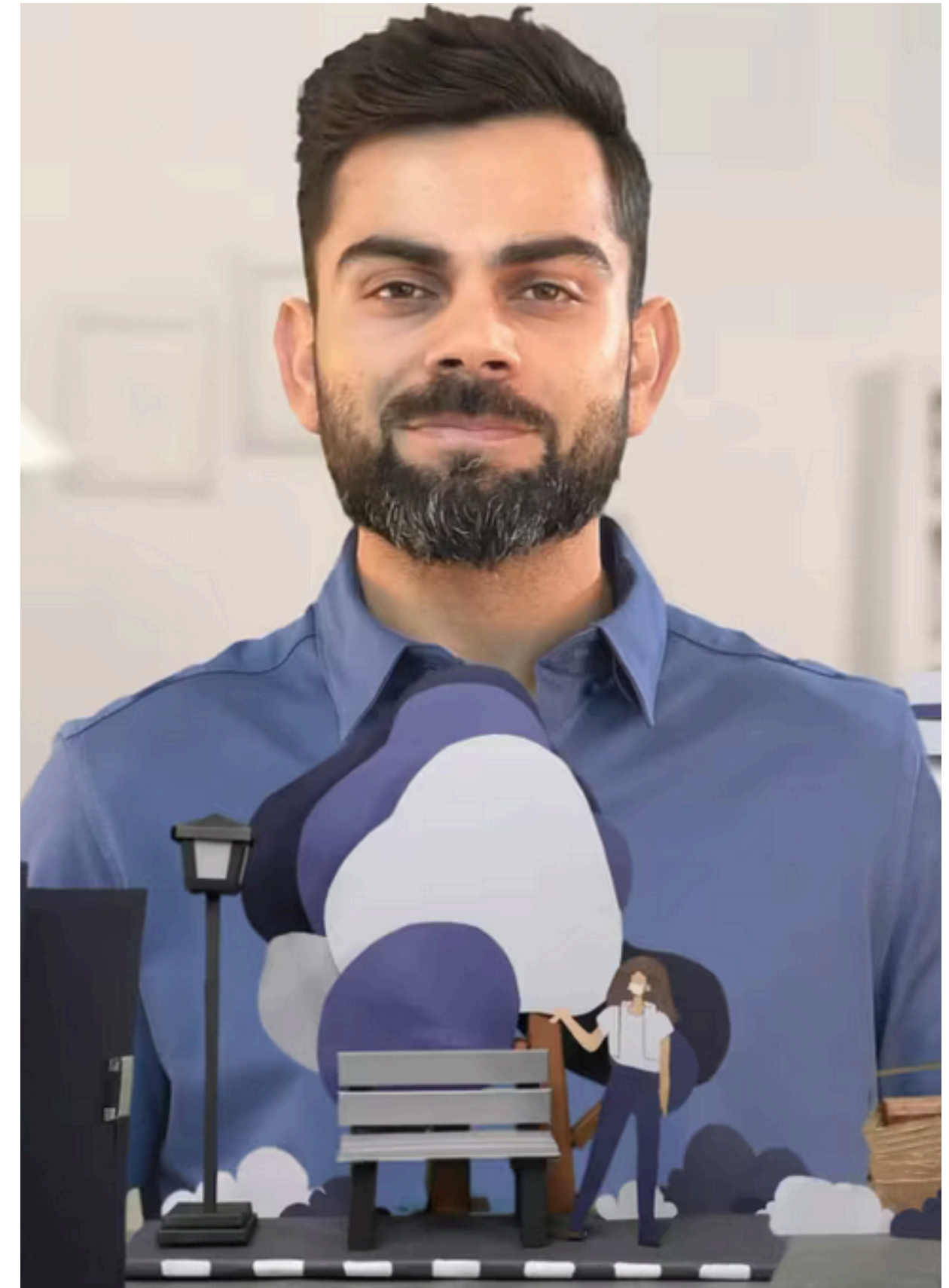
Opportunities

- Penetration into a less inhabited market.
- Score a goal on Influencer's brand image.
- Open avenues of diversifying products in the same market.



Threats

- Marketing vs Controversy.
- Short time pandemic requires rigorous marketing strategies.



Team Size and Duration

Member Expertise	No of members	Duration onboard
Subject Matter Expert	1 part time	6 months
Web developers (Node, React)	4 full time	6 months
Designers (Web & Graphic)	2 full time	2 months
Product / Project Manager	1 full time	6 months
Testing & QA	2 full time	2 months
DevOps expert	2 full time	1 month

The Outcome

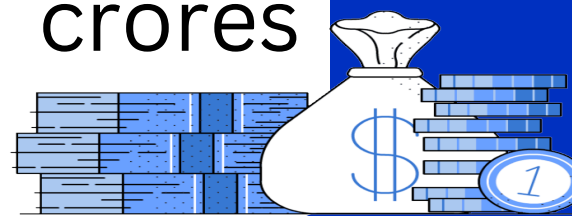
200 employees
in-office within
an year.



300+ ratings on
google, 4.4 star
average rating.



Profits recorded
in 10s of crores
in 2023



Reputed as a
new successful
startup in town
by 2021

DevNexus Solutions Pvt. Ltd.



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