Facewash is an essential skincare product that helps users maintain clean, fresh, and healthy skin. Pond’s Face Wash has long been a trusted brand in this category, meeting the needs of a wide range of consumers.

Here is a breakdown of the three product levels of Pond’s Face Wash:

1. Core Product Level:

The core benefit of Pond’s Face Wash is to cleanse the skin by removing excess oil, dirt, and impurities. It helps refresh and rejuvenate the skin, fulfilling the user’s desire for a clean, healthy appearance and a refreshing feeling.

2. Actual Product Level:

Pond’s Face Wash is available in various forms like gel, foam, and cream, catering to different skin types such as oily, dry, and sensitive. It comes in attractively designed tubes or bottles. The recognizable Pond’s brand name, pleasant fragrance, and smooth texture enhance the overall user experience.

Common ingredients include:

\* Glycerin

\* Sodium Lauryl Sulfate

\* Citric Acid

\* Vitamin E

\* Fragrance

These ingredients are not only selected for effective cleansing but also to nourish and protect the skin, ensuring quality and safety.

3. Augmented Product Level:

Pond’s Face Wash offers several additional benefits, such as widespread availability in nearly all retail shops and online platforms. Regular promotional offers and discounts make it more affordable and attractive. It is dermatologist-tested, ensuring it is safe and reliable for consumers. The product is enriched with skin-benefiting ingredients, which contribute to healthier skin. Moreover, being available in the market for a long time has built strong trust among consumers. Its affordable price also makes it more accessible, setting it apart from competing brands.

PRAN Litchi Drink is a well-known beverage that has won the hearts of consumers by delivering a refreshing taste, easy availability, and the flavor of local fruits. When analyzing this product, we can observe three main levels:

1. Core Product Level – At this level, the core need of the consumer is to have a cool and refreshing drink that quenches thirst, revitalizes the mind, and provides instant refreshment. Especially during hot weather or work breaks, consuming this drink brings comfort and mental satisfaction.

2. Actual Product Level – PRAN Litchi Drink is a flavored beverage with a sweet litchi taste, served in a packaged bottle with attractive labeling and branding. The drink is colorful and sweet, and its quality, brand name (PRAN), and familiar taste build consumer trust. The shape of the bottle, appealing design, and use of litchi imagery make it more recognizable.

Additionally, the ingredients generally include:

* Purified water
* Sugar syrup or high fructose corn syrup
* Litchi flavoring (natural or artificial)
* Citric acid (for preservation and sourness)
* Food coloring (typically E-122 or E-129)
* Approved artificial fragrances
* Potassium sorbate or sodium benzoate (for preservation)

These ingredients are maintained under PRAN’s quality control standards.

3. Augmented Product Level – PRAN offers additional benefits to consumers such as easy availability in every store across the country, reliable quality control, health-conscious ingredients, halal certification, and periodic offers or discounts. The product is easily accessible through both online and offline channels, making it more attractive. Additionally, promotional campaigns or free gifts for children are sometimes run, adding extra value for the consumer.