

Project Report on
**Strategy for Developing and
Marketing of “CARNAL” An
Astrology Soap**

Prepared for:

S I Nusrat A Chaudhury
Associate Professor
Business Administration
Head, Career Counseling Center

Prepared By:

Mashfiq Shams Chowdhury
Id: 2002-3-10-081
Department Of BBA

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EAST WEST UNIVERSITY

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Mr S I Nusrat A Chaudhury

Associate Professor

Department of Business Administration

Head, Career Counseling center

East West University

43 Mohakhali C/A, Dhaka -1212



Dear Sir

Submission of Project Report

It is my great honor to submit the project report on “Self develop product” as part of my BBA degree requirement. I have tried my best to fulfill the requirement of the course.

Doing project on “Self develop product” you helped me to fulfill the requirement of preparing the project report & subsequent of this report is a very valuable experience for me as it helps to combine practical & theoretical knowledge.

I am very grateful to you because of your consideration regarding my report, which provided me the opportunity to do this project report. If you have any question or inquiry, please just make a call.

Thank you.

Sincerely

Mashfiq Shams Chowdhury

Mashfiq Shams Chowdhury

ID: 2002-3-10-081

Acknowledgement

At the very beginning, I thank our All Mighty for guiding me to the right path, which helped me to complete my work successfully. I got support from our institution time to time as and when required. I convey my gratitude to my honorable Supervisor S I Nusrat A Chaudhury, Associate professor of business administration department at East West University, for his guidance and co-operation, which helps me immensely to prepare this report.

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Last but not the least I am not only thankful to my parents but I owe much to them for their moral support, which was very much necessary for me.

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Executive Summary

Soap is a very important consumer good . Now a day's people do not think about a day without soap. There are various soap in the market all are not same. Different soap gives you different features then others. In our country, there are least 20 soap they are local but unfortunately the different forager company acquires some of them.

However, here we are come to find out how to create a new brand and then how to sustain in the market. That is the main object of this report. But it also true that if we not identify our customer then we must go in the past time history. So it is also important that we describe the policy of identify the way to understand the customer.

This is my individual challenge to the marketer that how to develop brand equity and for that I am desperate to make it best. To make it best I gather all the relevant importation what I can. Here I introduce a new kind of soap to introduce that soap that in the market.



Introduction:

“Carnal Makes Moment, Moments Make Life” so from by slogan it can be untreatable that the products have some senility which gives you a harmonic view of life. Theoretically CARNAL means the body strength or sexuality. Therefore, from the meaning it seems that my product may be any sensational things but that is not true my product is soap, not a normal soap. This soap is containing the habitual belief of our subcontinent that is astronomy. You may thunder what a bogus things that is but I can sure you that is not a bogus things. I describe it later on.

In this project, my main concern is to develop a new brand and showing how to create brand equity. For that reason, I choose to introduce a new-segmented soap that is only for men. That means this soap is useable only for men no other ease. There are several soap company in our country some of them are local and some of them are foreign. However, all of them more or less come with similar idea that is beauty solution and that is for the women. Thus, there is lyfebuoy soap in the market that is not for beauty purpose that is mainly health purpose. Therefore, I give a new product, which is combination of the entire thing with some new features.

Carnal is not a normal soap it is full of colour and fragrance, which makes the male felling better. Life is short we should need to enjoy every second of the life. Moreover, carnal gives you that flavor that you can enjoy you every special moment of life. It makes your partner blind and makes her to admire you all the possible way of life.



History of Soap:



The origins of personal cleanliness date back to prehistoric times. Since water is essential for life, the earliest people lived near water and knew something about its cleansing properties - at least that it rinsed mud off their hands

A soap-like material found in clay cylinders during the excavation of ancient Babylon is evidence that soap making was known as early as 2800 B.C. Inscriptions on the cylinders say that fats were boiled with ashes, which is a method of making soap, but do not refer to the purpose of the "soap." Such materials were later used as hair styling aids.



Records show that ancient Egyptians bathed regularly. The Ebers Papyrus, a medical document from about 1500 B.C., describes combining animal and vegetable oils with alkaline salts to form a soap-like material used for treating skin diseases, as well as for washing. At about the same time, Moses gave the Israelites detailed

laws governing personal cleanliness. He also related cleanliness to health and religious purification. Biblical accounts suggest that the Israelites knew that mixing ashes and oil produced a kind of hair gel.



Purpose of the Report:

Soap is very important things. Now a day's people do not think about a day without soap. There are various soap in the market all are not same. Different soap gives you different features then others. In our country, there are least 20 soap they are local but unfortunately the different forager company acquires some of them.

However, here we are come to find out how to create a new brand and then how to sustain in the market. That is the main object of this report. But it also true that if we not identify our customer then we must go in the past time history. So it is also important that we describe the policy of identify the way to understand the customer. There is another important point is that why we failed to sustain in the market, here we also discuss that matter.



Scope of the Report:

This is my individual challenge to the marketer that how to develop brand equity and for that I am desperate to make it best. To make it best I gather all the relevant importation what I can. Here I introduce a new kind of soap to introduce that soap that in the market I make logo I give a near of that what is the best thigh ever I did. Therefore, I get the great scope of implementing idea regarding that subject.



Methodology:

In this report two types of information are given

- ✓ There were primary data, which were taken from the books, newspapers and from internet.
- ✓ The secondary data were provided us by the valuable customers and also from the field works that have been done



Limitation:

There were certain things in making a report like this one which was creating problems for us in doing the necessary works and there are many other things which will be counted in order to make it a successful report. However, as we all know there is a dark side of the moon we have to consider the following limitations or boundaries:

- ✓ We are doing the report by my limited knowledge over various things in marketing.
- ✓ We have the lacking of understanding many terms and conditions of many of the report materials and other related stuff.
- ✓ Time limitations in preparing the report.
- ✓ Lack of co-ordinations in the different sectors of the report.

Problems in understanding many sectors of the report.

The Marketing Environment:



The marketing environment surrounds and influences upon the organization. There are three key perspectives on the marketing environment, namely the 'macro-environment,' the 'micro-environment' and the 'internal environment'.

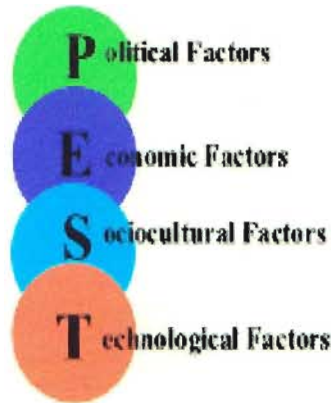
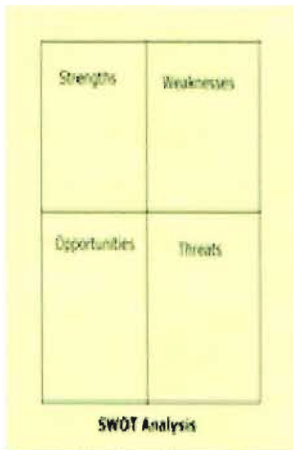
The microenvironment

This environment influences the organization directly. It includes suppliers that deal directly or indirectly, consumers and customers, and other local stakeholders. Micro tends to suggest small, but this can be misleading. In this context, micro describes the relationship between firms and the driving forces that control this relationship. It is a local relationship, and the firm may exercise a degree of influence.

The macro-environment

This includes all factors that can influence and organization, but that are out of their direct control. A company does not generally influence any laws (although it is accepted that they could lobby or be part of a trade organization). It is continuously changing, and the company needs to be flexible to adapt. There may be aggressive competition and rivalry in a market.

Globalization means that there is always the threat of substitute products and new entrants. The wider environment is also ever changing, and the marketer needs to compensate for changes in culture, politics, economics, and technology.




The internal environment

All factors that are internal to the organization know as the 'internal environment'. They are generally audits by applying the 'Five Ms', which are Men, Money, Machinery, Materials, and Markets. The internal environment is as important for managing change as the external. As marketers, we call the process of managing internal change 'internal marketing'. Essentially, we use marketing approaches to aid communication and change management.

To analysis the market first of all we need to know about the basic marketing concept. In the basis marketing concept there are two important factors. If we can study this factors properly then it will be easier for the marketer that to planning fro the marketing the product in the market. Like our Bangladesh all the countries of the world are fall in the same category. We can not deny this factor. So before we said that there are two important factors. They are as below

- ✓ Controllable Factor
- ✓ Uncontrollable Factor

First of we should to know about the controllable factor of the Marketing. Controllable factor means that type of factor that we can change easily with due to change of some other element



of the market. In the controllable factor there are four factors that we know well as Marketing Mix. In the marketing mix tells about the product price, product, product price and the product place. These four things are in the hand of the marketer that is why we know them as controllable factor.

Uncontrollable factor means that factor which we can to change or we can say that which factor change without any influence of marketer. It's change automatically. In the uncontrollable factor, there are two sides. They are as follows

- ✓ Eternal Uncontrollable Factor
- ✓ External Uncontrollable Factor

In our Bangladesh is very competitive market for the toiletries industries soap. Because there are many company which are producing soap and sell them in the local market. But there are also many company who are not doing well in that particular side because of lack of concept of controllable and uncontrollable factor. Because all the producer always want to make high profit in the business for that reason they leveled the price so high which are beyond the consumer level. If they properly read the market then they will be able to sustain in the market. So it is very important to analysis the total market.

Now for my project I will discuss each of the factors one by one because of the get a better idea about the market and the factor that can be effect on my product. Based on the study I projected my project. Because my product is soap in that criteria there are many things like economic, philological factor, life style this various types are related. Therefore, it is very important for me to analysis the whole market and segments it. To study I need to know the following things.



Figure: **Basic Marketing Box**

This part is more important that we should first identify the market factor and then go for the marketing mix. As we discuss before about the diagram now we just describe about our product in the following way.



Marketing Control:

There is no planning without control. If an objective states where we want to be and the plan sets out a road map to our destination, then control tells us if we are on the right route or if we have arrived at our destination.

Control involves measurement, evaluation, and monitoring. Resources are scarce and costly so it is important to control marketing plans. Control involves setting standards. The marketing manager will then compare actual progress against the standards. Corrective action (if any) is then taken. If corrective action is taken, an investigation will also need to be undertaken to establish precisely why the difference occurred.

There are many approaches to control:

- ✓ Market share analysis
- ✓ Sales analysis
- ✓ Quality controls,
- ✓ Budgets
- ✓ Ratio analysis
- ✓ Marketing research
- ✓ Marketing information systems (MkIS)
- ✓ Feedback from customers satisfaction surveys
- ✓ Cash flow statements
- ✓ Customer Relationship Management (CRM) systems
- ✓ Sales per thousand customers, per factory, by segment
- ✓ Location of buyers and potential buyers
- ✓ Activities of competitors to aspects of your plan
- ✓ Distributor support
- ✓ Performance of any promotional activities.
- ✓ Market reaction/acceptance to pricing policies
- ✓ Service levels

And many other methods of monitoring and measurement.

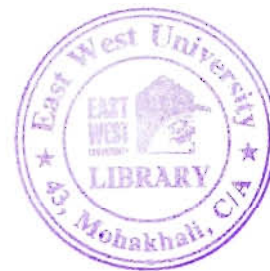




Figure: **Marketing Control Process**

Target Market:

Soap is not now a luxurious thing in the world now a days it is a essential things. All over the world people, purchasing and using different kinds of soap for their own need base. In our country there are more then 20 types of local and international soap are available all over the country. Moreover, there is some other soap what are finds in the well-known retail shop. In our country the soap market is too much competitive there are several world known brand company work in that market as like uni-liver. They are the market leader in the soap market of the Bangladesh. They are the main competitor of all other company who producing soap in our country. In approximately 60 %, soap market share is captured by the LUX in our country. Therefore, to sustain in the market we should be very careful and be very innovative in targeting and positioning the product. Now we need to know who are my customer and that way we will go forward. To identify my customer we can segment the entire market. There are several reason for segmenting the market

Segmentation enables the identification of groups of customers with similar needs and the analysis of buying behavior of these groups.

Segmentation provides information for the specific matching of the design of marketing mixes with the characteristics of the segment.

Segmentation helps marketers satisfy customer's wants and needs while meeting the organization objectives.

The marketer can easily give the value to the specific customer.

To positioning and targeting the customer first, we should segment the market. There are some steps for that which are drawing in the below



Figure: Market Segment, Targeting and Positioning

There is several way of segmenting the total market. In the following we just give a at glance of segmentation of market

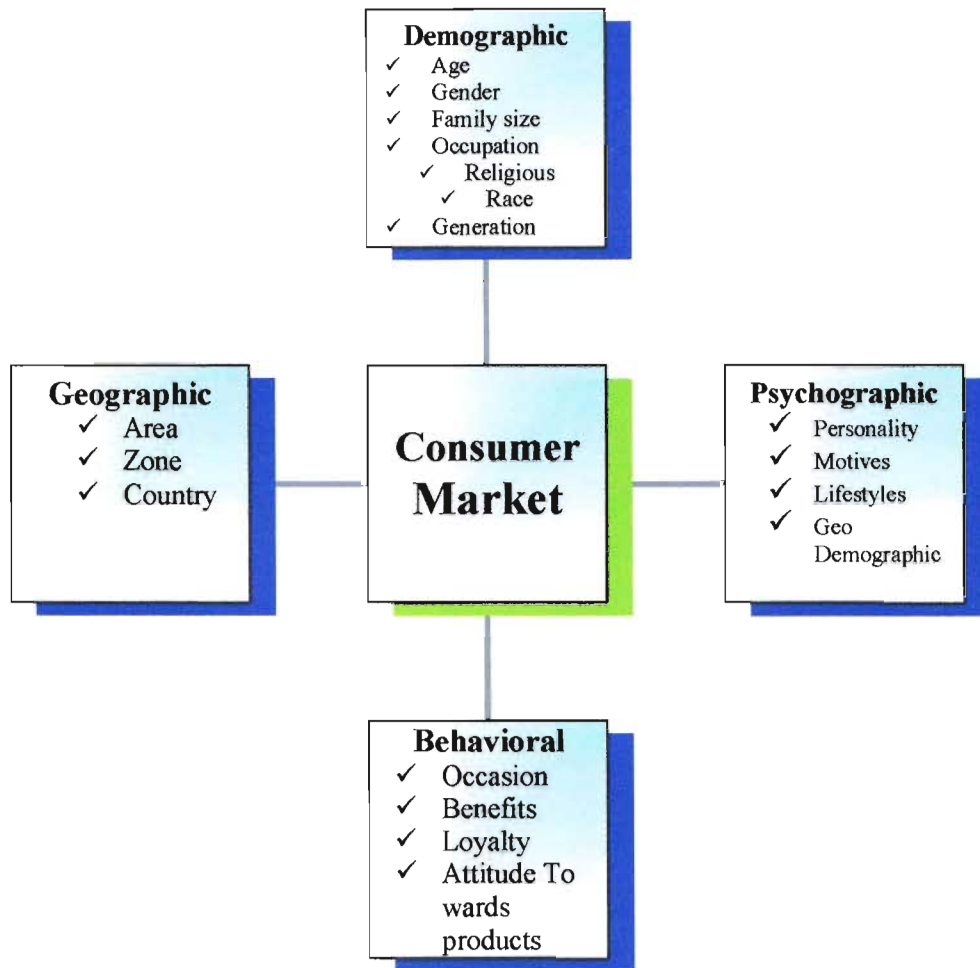


Figure: Overall Marketing Segment

Now we get the segmentation process of the market so we can start the segmenting the market on the bias of our product. Our product is male soap's that mean that is only for men's. Therefore, at very begging I segmented the market on the bias of gender. So female is out my products. From the segmenting diagram, it directly goes to the demographic segmentation area.

We know every people of the world soap and the user number incising day by day. Therefore, there is a huge opportunity for the soap market in the market. However, mine is male soap so it will not only differ from the colour it will differ from the price and looks also.

This particular soap is targets for the following types of males:

- ✓ Age : Male
- ✓ Gender : Male
- ✓ Income : Middle Level
- ✓ Male who are new products seeker
- ✓ The people who believe in Astronomy

In our country there are 14 corer people and most of them are under the low income but there are some people who are very rich and they do not think about the spend of money. In our county most of the people are that approximately 80% lived in the village. That is not important for me because I targeted that male who are new products seekers and who are 18 years old and daily income is more then Taka 100. Therefore, I can draw a diagram of my products segmentation

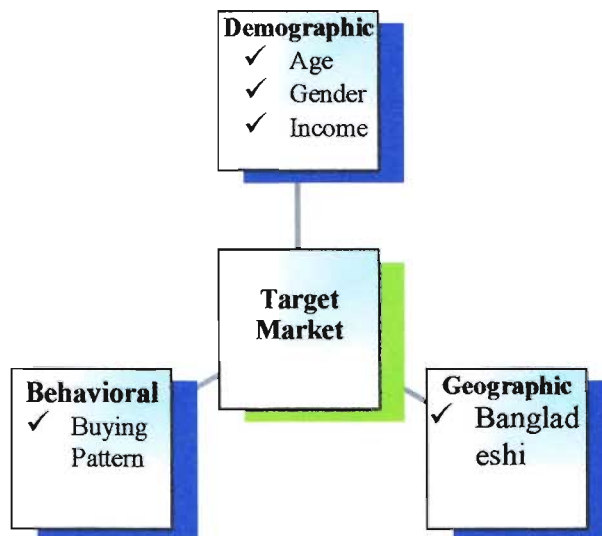



Figure: SOAP Segmentation



Now why we are determining the age of the soap because of it will be a different type of soap, which will give you a better treatment in the some special moments. In addition, this soap is specially made only for the Bangladeshi men's. There fore this soap is produce in a different way from others and this soap is change person to person based on their Judaic. There fore there are different type of color and shape of the soap available in the market. If we calculate a general calculation of approximate sales of soap in a particular month then it may the following

Total Male: seven corers

So in total 3-corer target customer of my products.

What is a great market for any type of business? If from the following percentage will be deduct because they are presently use LUX. 30 % of 3 core is there consumer. Now after all the reduction if we have 10 % market share then it will also good fro the business because this company start in this year and in the first year they captures 10 % market share is not less.

Marketing Mix:

In the marketing mix are more things that are important than any other things because this is the only one sight where the marketer can only input their decision. While the product/service offer, price, distribution, location/place, and promotion will continue to be important, the service or people component will become paramount for a service brand like a hotel or a department store. Durable brands too are becoming more and more service driven.

There are four things in the marketing mix

- ✓ Product
- ✓ Price
- ✓ Place
- ✓ Promotion

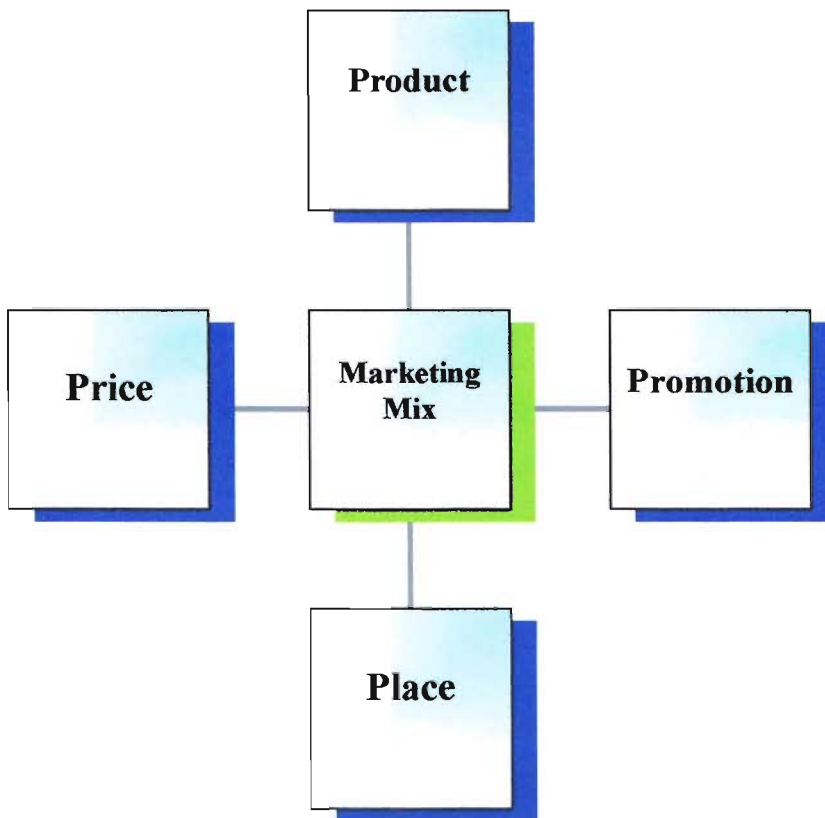


Figure: Marketing Mix

Product Offer:

Brands depending on the product/service category will have to offer features that are de rigueur (point of parity) of the category, while they have differences in the offering (point of difference). However, most successful brands the product offer as well:

- ✓ Ayurvedic soap Chandrika, is made through a special 'cold-press' method
- ✓ Liril was the first soap to offer a marble texture
- ✓ Lifebuoy hand-wash was the first liquid soap
- ✓ Hyundai Santro was the first small car to offer a Multi Point Fuel Injection (MPFI) petrol engine
- ✓ Kinetic Honda was the first modern age scooter with a button start
- ✓ Onida was the first color TV with a sleek looking vertical format.

The examples are numerous, and often it is the easiest solution to go with a me-too product. Alternatively, at times, launch a brand with a product difference that is too small to be noticed, JNND (Just not noticeable difference). The danger in these approaches is that the brand starts with no real difference in product offer terms. The onus of creating a difference now vests on the other legs, a more difficult task.

From the discussion, it is clear that the product should be distinct from the others and be first in the market. As like our soap is total different from the features.

- ✓ It is the product of color
- ✓ It is full of health and beauty ingredients with some extra ingredients, which will help the male to attract the female
- ✓ Male feels very comfortable in the sweaty environment
- ✓ Have light but long live fragrance
- ✓ It will differ with the horoscopes



Price Offer:

The brand price offer can also be played using different packaging forms:

- ✓ Chik and Velvette shampoos used the pouch pack to build brand attraction at a low price point of 50 paisa.
- ✓ Anchor white toothpaste has large packs at attractive prices to gain brand loyalty. The pricing strategy for a brand can also be driven by the gaps in the market:
- ✓ Nirma Beauty Soap was priced at Rs. 7 per 100-gmsa price point below Lux but above 150 gms Lifebuoy on a gram per gram basis.

Price is the single most important dimension in the value driven our market. Brands have met with sudden deaths with ill-timed price increases:

- ✓ In the 80s Chiclets Chewing Gum moved its price from 10p (for 2) to 25p. As against an anticipated drop of 50% in sales volume, the brand sales dropped by 90%.
- ✓ In a replay of sorts, Halls in the 90s moved its price from 50p to 75p to meet with a similar fate.

The rapid growth of motorcycles in the late 90s were contributed to by the narrowing price difference between scooters and entry level motor cycles.

- ✓ Quartz watches' sales benefited with launch of Titan and its price value offer, backed by the Tata guarantee. In spite of the initial fear that the BANGLADESHI consumer will be loath to buying batteries every year, the company's pioneering effort to ensure affordable batteries paid off in a revolution on wrists.

From the above discussion, we can say that

- ✓ Our soap price is not more then tk 20 per picas. Here the price may be seems to be high but we can say that the price is not so high because of we paying you the entire flavor in one soap. That is why the customer does not need to purchase different soap for the different time. This price is based on value pricing with cost and economic based price.

Place Offer

How will the brand reach the consumer's hands? How many hands will it pass through? Where will it be retailed? How is the brand presented at the dealer outlet? Does the place add to the brand value?

- ✓ Tata Motors when they made their play for the growing Indian small car market consciously set up an entirely new dealer network, distinct from the Tata truck dealers. The company re-organized that while utility vehicles like Tata Sumo could be sold through commercial vehicle dealers, a passenger car buying family man will be very hesitant to enter a truck showroom.
- ✓ Raymond's secret strength is their 250+ authorized dealers. Each is a handpicked dealer offering a 'Raymond' buying experience including tailoring and readymade apparel. Park Avenue and Parx (and Color Plus which was acquired in 2002) are the readymade brands from Raymond enjoying the tremendous advantage of instant distribution presence across the country. ...

So retail outlets may not just be selling points but can be a big vehicle for carrying forward the brand message.

However, in our case the soap will place first in the 4 metropolitan cities at a time after that it will expand with the demand basis.

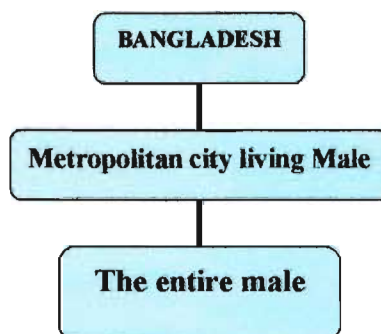


Figure: Placing Process



Promotion Offer:

How will the brands be promoted? How will the brands message reach the prospects? A new brand will need to attract trial. That calls for free sampling or trial offers. Once the brand gains momentum, free trials can be reduced.

When Johnson & Johnson was trying to sell sanitary napkins in India in the mid-70s, they found the only way to discuss such a sensitive topic was on a woman to woman basis. So they put together a large team of sales promoters who went door-to-door.

This gave the brand Stayfree a toehold and the product category, the initial user base. The program has now been dropped, as the core user base has been created. The company may still want to run 'educational' programs at girls' schools and colleges.

Now this 4p are not fixed it is change due to the market demand. In the following, we describe the things. Now it is converting in the 4 c.

- ✓ Not PRODUCT, but CONSUMER
- ✓ Not PRICE, but COST
- ✓ Not PLACE, but CONVENIENCE
- ✓ Not PROMOTION, but COMMUNICATION

From that, we can say that the product is more likely to be the part of the consumer. That is mean how the consumer wants the producer must be placing it that way. In our perspective we can say that the product can meet the consumer demand.

4 P's vs. 4 C's

- ✓ Not PRODUCT, but CONSUMER

Understand what the consumer wants and needs. Times have changed and we can no longer sell whatever we can make. The product characteristics must now match what someone specifically wants to buy. In addition, part of what the consumer is buying is the personal "buying experience."

- ✓ Not PRICE, but COST

Understand the consumer's cost to satisfy the want or need. The product price may be only one part of the consumer's cost structure. Often it is the cost of time to drive somewhere, the cost of conscience of what we eat, and the cost of guilt for not treating the kids.

- ✓ Not PLACE, but CONVENIENCE

As above, turn the standard logic around. Think convenience of the buying experience and then relate that to a delivery mechanism. Consider all possible definitions of "convenience" as it relates to satisfying the consumer's wants and needs. Convenience may include aspects of the physical or virtual location, access ease, transaction service time, and hours of availability.

- ✓ Not PROMOTION, but COMMUNICATION

Communicate, communicate, communicate. Many mediums working together to present a unified message with a feedback mechanism to make the communication two-way. And be sure to include an understanding of non-traditional mediums, such as word of mouth and how it can influence your position in the consumer's mind. How many ways can a customer hear (or see) the same message through the course of the day, each message reinforcing the earlier images?





Competition and Market Situation:

Now we are starting with our local competitor and the market leader in the toiletries sector in our country. The Square Toiletries Limited is a local Bangladeshi company whose fortunes have been dwindling over the last 5/6 years. This is mainly due to competition with Unilever Bangladesh and other brands from neighboring India.

Square Toiletries has a number of brands most prominent of which is Meril (beauty soap, shampoo, body lotion, baby lotion, petroleum jelly, lip gel, meril talcum powder, meril prickly heat powder). There are also other brands like Jui coconut oil, Chaka Detergent, Chaka Laundry Soap, Chaka Red Laundry Soap (for value segment). There are also toothpaste, shaving, toilet cleaner, and sanitary napkin brands. Square has so far tried to emulate Unilever in product decisions.


Fortunately, Square Toiletries has now decided to have a real brand strategy aligned with the organization's vision (which also is something we need to formulate). In the consumers' mind, its main brand Meril Beauty soap (most advertised brand) has lost its image as against Lux. Poor and inconsistent communication has eroded Meril beauty soap's image seriously.

How can we proceed to organize this mess and how to give a single focus to the whole brand portfolio? Sounds like a whole slew of different brands. How can we possibly have one focus for them all?

First, get a corporate vision, some values, and corporate-level objectives sorted out. Probably have already, just get them cleared, polished, updated, agreed, and documented.

Then cascade the corporate vision into a separate set of objectives center on the core value proposition, for every product, into its respective key target segments. segment if it is.

Then develop the product action plans for brand value communication and promotion per product.



Then keep the values consistent, maintain consistent objectives, and analyze everything to keep it all on track.

We cannot manage a brand portfolio like one single big brand. It is not, and Unilever, your competitor, does not do it that way either.

We need have to win the war one campaign, one segment, one product, one category at a time.

To look at the big picture, we need to work on assembling all the pixels, which comprise it. Look after the pixels, and the big picture starts to look after itself.

From what I gather this is, a case wherein retaining a share in the market is one problem, due to a market leader in the Consumer Goods Category. Apart from this, we are also losing the market share to new entrants, and knowledge is a much bigger concern we should be worried about.

At the onset, I would recommend that we should study the Price Wars between P&G and HLL lately, and also Case Studies of Ghari and Nirma, which, inspite of being local companies with rural origins, command a respectable market share in their respective segments currently. A study of their strategies would definitely be a good insight for us.

Apart from this, what we can think on is


(a) Identify our core sectors and the weak areas - This is alluding to the HLL Strategy that they worked on, around 5 years, when there went through an entire restructuring of their portfolio.

Divide our product portfolio into 3 bands –

- ✓ Where is it that we have a stronghold?
- ✓ Where is it that we have a potential to obtain a stronghold,

Work out a different strategy to regain, reinforce, and move out of, respectively, these divisions.

(b) Define what we intend to communicate and establish a target segment for our products. For instance, for Meril. Right now, you might be targeting essentially the same consumers



that Lux has been targeting - the same consumers, the same price points, and the same distribution network as.

If this were so, where do you stand in this? Lux would definitely be the winner, since there is a definite communication and history behind the brand. For Meril, where is the endorsement? Where is the communication?

Look at Anchor or Henna - they were facing the same problems, but they repositioned themselves to cater to a niche market and at different price points.

You can think of Repositioning the Meril Soap - Define a niche market and offer a different Price point, so that it is not perceived as an imitator of established brands, but a unique product in itself - Different Market, Different Consumers, and Different Pricing - Where is the competition?


For this, we would have to do an extensive Market Analysis, and identify the unaddressed areas!

Overall, Branding Strategy - Having a varied product portfolio, spanning different sectors and markets - do not think of having one common strategy - can have a single vision - a single objective - and a single line of thinking. Nevertheless, a single umbrella strategy would not work out for a FMCG company like Square Toiletries.

Finally, having a big list of mediocre brands is not such a good idea - Having a small list of Super Brands is always advisable - that command the Market Share in their segments, and whose Brand Equity can subsequently be leveraged to address other Markets. Streamline our product in accordance with the point. Introduce Sub-brands, and pad the existing price points from top and bottom - and you could command the market share with varied offerings.

Study the segments individually, as someone in the forum has rightly pointed out nobody knows Bangla people better than you (being a bangla company and being in business from past so many years) understand their likings and disliking. Study the competitive brands and their strengths and weaknesses, which help us to formulate our strategy.

Product profitability - are all the products profitable, we MUST be honest with the costs, these include the manufacturing, promotional, sales and admin costs for each product. How



much does each product raise in revenues? Are they all profitable? Would the market accept a price rise for unprofitable products or must some be culled.

List all our products on one axis on the other axis, show the market segments that they are aim at. Truthfully, start to fill in the matrix now have with the contribution (revenues). So for example of you are currently looking at developing a are of soap that cleans by sonic pulses, ditch it ... there is no immediate market for it (OK a silly example, but I hope you understand, that you must weed out poor performing TODAY brands).

Value Creation Rationalization:

In the film *The Matrix*, Keanu Reeves is given two choices. He can either take a blue pill and wake up in the morning as if nothing has happened or pop a red pill and enter the unpredictable 'wonderland' of the Matrix., our product has taken the red pill.

✓ **“CARNAL” takes the 'red pill'**

With its coolly seductive fragrances and packaging, the brand has established itself as the world's top male grooming brand by coming up with a constant stream of new ideas to keep guys a step ahead in the mating game. Each year, for example, we launch a new deodorant fragrance.

✓ **Giving guys the edge in dating game**

Carnal is now giving guys the edge in the mating game in country.

✓ **What makes Carnal tick**

They happen every day. Those unexpected moments when the adrenalin starts to pump and the sweat starts to flow. With Carnal's unique body-responsive technology, which releases extra protection as you need it, you'll know that your deodorant won't let you down. Better still, everyone can enjoy this peace of mind as Carnal.

✓ **Moving forward**

Although deodorants lie at the heart of our brand, we are now extending its 'won't let you down' promise, epitomised by its 'tick' symbol, into other fields and offer Rexona soaps

Pioneering bigger, better results

In addition to our proprietary body-responsive technology, breakthroughs include Carnal Crystal, a product that eliminates the unsightly white deposits on dark garments commonly associated with aerosols. A revolutionary CARNAL for Men range that addresses men's very particular physiological needs is also in the pipeline.

✓ **Affordable for everyone**

We're also enabling millions in low-income markets, such as our country, to enjoy the brand's benefits via affordable cost, supported by personal hygiene education programmes.

✓ **Twice as dry**

The best ideas for developing our products come from the most unusual places.

Do you know?

- ✓ It will help prevent the spread of infectious diseases so endemic in the aftermath
- ✓ Soap's classic hard red brick and round shape has been replaced with a signature shape. The shape makes the bar easier to grip and use
- ✓ The Brand developed a formulation providing even better germ protection which creates a rich lather on the skin
- ✓ Soap's characteristic medicated, carbolic smell has been replaced with a more enjoyable and contemporary 'health' fragrance
- ✓ From the above features are common in various products but at our products we add a distinctive features that is horoscopic view. That's mean we add that with the products what makes us different from others. Because our sub-contibante people are always believe in horoscope and if they get any things which are match with their horoscope then they must buy it.

Present soap are giving the following features (In General)

- ✓ The Lifebuoy Brand providing germ protection which creates a rich lather on the skin.
- ✓ Lifebuoy soap's characteristic medicated, carbolic smell has been replaced with a more enjoyable and contemporary 'health' fragrance
- ✓ Lifebuoy has become more than just a red bar of soap – today the brand provides hygiene and health solutions for families, including a range of bar soaps, hand wash liquids and liquid shower gels.
- ✓ Lux Energising Honey incorporates the beauty secrets of Fruit Extracts, rich Milk Cream and Honey, for a fresh renewed feeling.
- ✓ Lux Nature Pure has nourishing coconut oil and cucumber soap bits. Its creamy lather gently purifies the skin, leaving it clear and fragrant.
- ✓ Lux Golden glow comes with the magical touch of lustrous Honey and precious Sandalwood Oil.

- ✓ Lux Orchid touch comes with the delicate touch of rare orchids and precious Jojoba Oil, for a softer skin.
- ✓ Lux Almond delight come with the deep moisturization of exotic Peach, Cream and precious Almond Oil

From the above point, we get the information about two-market leader in the soap market. However, there is no soap, which makes you and feels you better in life. There is no soap which match with you taste, match your horoscope. In my new product, I will introduce some erotic flavor in soap with the basis of horoscope. Therefore, we see that a new point come that is soap with horoscope. For different horoscope person there will be different soap based on differentiate colour and flavor. This soap is not only horoscope based but also based on some natural phenomena like man and women relation and their relation durability. Because of man and women, relation is not only psychological but also physical. In that, type of relation fragrance and smoothness is very important. This soap will give a better treatment for that.

So after all the normal and introducing discussion we can say that soap may not be use only for health or beauties purpose but also it can be use as a relational purpose

From ancient times, the Zodiac signs have been linked with various colors, precious stones, metals, trees, flowers and more recently, with individual countries and cities.

In the below I give the total description of the astronomic soap. Here I just give what colour is good for them, what fragrance is good for them, and want is their nature of life. Because of my soap, define it.





AQUARIUS

21 January -- 19 February

Unusual, Free Thinking, Creative, Wonderful

The Scientist of the Zodiac, Aquarius is ruled by URANUS, and its symbol is the WATER-BEARER. Its natural place is the ELEVENTH HOUSE, the house of Friendships and Experimentation. Revolutionary Aquarius is an AIR sign, idealistic and inventive. Aquarius often has mood swings, optimistically reforming the social structure one minute, then despondent at the impossibility of perfect happiness the next.

Colour: Caramel (practical, determined).

Fragrance: Aquarius likes the transformative quality of certain green tones: oak moss, cypress.

Soap Name: “CARNAL^R WATER”



ARIES

21 March -- 20 April

Intense, Passionate, Pioneering, Creative

MARS rules the Pioneer of the Zodiac, Aries, and its symbol is the RAM. Its natural place is the FIRST HOUSE, the house of Personal Identity. Independent Aries is a FIRE sign, impulsive and energetic. Rarely looking before it leaps, Aries sometimes has a problem completing tasks, too caught up in the allure of the Next Big Thing.

Fragrance: The arise fire is stoked by warm, spicy aromas: clove, black pepper.

Soap Name: “CARNAL^R FIRST”



CANCER

22 June -- 22 July

Reflective, Intuitive, Warm, Caring

The Home-Maker of the Zodiac, Cancer is ruled by THE MOON, and its symbol is the CRAB. Its natural place is the FOURTH HOUSE, which is concerned with Matters of Home Life. Nurturing Cancer is a WATER sign, supportive and emotional. Prone to emotional tides, a Cancer believes "a man's home is his castle" -- and cocooning a legitimate lifestyle choice.

Fragrance: The crab responds to complex cool fragrances: cypress, eucalyptus.

Soap Name: "CARNAL^R MOON"



CAPRICORN

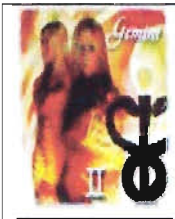
22 December -- 20 January

Responsible, Unconventional, Thoughtful, Infinite

The Organizer of the Zodiac, Capricorn is ruled by SATURN, and its symbol is the SEA-GOAT. Its natural place is the TENTH HOUSE, the house of Status and Career. Ambitious Capricorn is an EARTH sign, worry-prone and steadfast. Come to Capricorn with your troubles, and be prepared for worried -- even meddling -- advice, but also a strong shoulder to lean on.

Fragrance: The goat enjoys green and herbal notes: petitgrain, rosemary.

Soap Name: "CARNAL^R INFINITE"



GEMINI

22 May -- 21 June

Charming, Communicative, Sociable, Fun

The Communicator of the Zodiac, Gemini is ruled by MERCURY, and its symbol is the TWINS. Its natural place is the THIRD HOUSE, the house of Communication. Curious Gemini is an AIR sign, analytical and ever-changing. Often times overly intellectual and unstable, Gemini reserves the right to change its mind, often "forgetting" to communicate the unpleasant.

Fragrance: The twins like the universal appeal of ethereal citrus notes: mandarin, lime.

Soap Name: "CARNAL^R AIR"



LEO

23 July -- 23 August

Fiery, Extrovert, Desirable, Engaging

The Entertainer of the Zodiac, Leo is ruled by THE SUN, and its symbol is the LION. Its natural place is the FIFTH HOUSE, the house of Children and Pleasure. Expressive Leo is a FIRE sign, creative and grandiose. Keep Leo at the center of attention, and you'll both be happy.

Fragrance: The lion's ego enjoys warm, earthy, powerful scents: vetiver, amyris.

Soap Name: "CARNAL^R FIRE"



LIBRA

24 September -- 23 October

Harmonious, Sensual, Fair, Intelligent

The Diplomat of the Zodiac, Libra is ruled by VENUS, and its symbol is the SCALES. Its natural place is the SEVENTH HOUSE, the house of Partnerships. Peace-loving Libra is an AIR sign, tactful and decisive. Depending on how the scales tip, Libra can be a brilliant creator -- or a babbling madman.

Fragrance: Balance responds to simple, sweet florals: neroli, palmarosa.

Soap Name: “CARNAL^R SENSUAL”



PISCES

20 February -- 20 March

Mystical, Creative, Sympathetic, Imaginative

The Mystic of the Zodiac, Pisces is ruled by NEPTUNE, and its symbol is the FISH. Its natural place is the TWELFTH HOUSE, the house of Sorrow and Karma. Intuitive Pisces is a WATER sign, sensitive and adaptable. A chameleon, insecure Pisces can powerfully attain the attributes of any other sign -- all to help it fit in.

Fragrance: The fishie likes to be reminded of water with cool, refreshing scents: grapefruit, pine

Soap Name: “CARNAL^R CRAETIVE”



SAGITTARIUS

23 November -- 21 December

Spirited, Courageous, Philosophical, Free

The Gambler of the Zodiac, Sagittarius is ruled by JUPITER, and its symbol is the ARCHER. Its natural place is the NINTH HOUSE, the house of Travel and Philosophy. Expansive Sagittarius is a FIRE sign, goal-oriented and optimistic. Blunt Sag is always willing to help, particularly if also promoting its own advancement.

Fragrance: The archer feels the lure of warm and energizing citrus: orange, grapefruit.

Soap Name: “CARNAL^R FREE”



SCORPIO

24 October -- 22 November

Dramatic, Passionate, Engaging, Alluring

The Seducer of the Zodiac, Scorpio is ruled by PLUTO, and its symbol is the SCORPION. Its natural place is the EIGHTH HOUSE, the house of Passions -- Sex, Birth, and Death. Intense Scorpio is a WATER sign, secretive and magnetic. Strong-willed Scorpio's heart is closed to all but an intimate few -- but its still waters run deep.

Fragrance: The sensual scorpion likes exotic florals: jasmine, ylang-ylang.

Soap Name: “CARNAL^R SCORPION”



TAURUS

21 April -- 21 May

Sensual, Luxuriant, Thoughtful, Considerate

The Builder of the Zodiac, Taurus is ruled by VENUS, and its symbol is the BULL. Its natural place is the SECOND HOUSE, the house of Possessions. Productive Taurus is an EARTH sign, reliable and materialistic. With a fine aesthetic sense and stubborn will to have things its own way, Taurus invariably surrounds itself with material beauty -- be it artistic or natural.

Fragrance: Like ferdinand, the bull responds to warm, earthy florals: lavender, rose geranium.

Soap Name: "CARNAL^R VENUS"



VIRGO

24 August -- 23 September

Intense, Perceptive, Penetrating, Attractive

The Perfectionist of the Zodiac, Virgo is ruled by MERCURY, and its symbol is the VIRGIN. Its natural place is the SIXTH HOUSE, the house of Work and Duty. Practical Virgo is an EARTH sign, detail-oriented and obsessive. Clean-freak Virgo wants a tidy desktop -- and will do anything to get it.

Fragrance: The virgin is drawn by fruity, floral aromas: chamomile, petitgrain

Soap Name: "CARNAL^R VIRGIN"



How are you feeling right now? Green with envy? Blushing with joy?

If you were born today, your mood might be described as Purple Heather, the color that blends your strength of purpose and independence. October, in general, is a very cerulean month. And you thought Libras were just indecisive. Get ready to learn more about those endlessly fascinating people, you and yours. Pantone, the world's leading color authority, has teamed up with astrologer Michele Bernhardt to develop Colorstrology, a goofy but addictive new system that combines numerology and astrology with color theory. Here is the idea: Every birthday "carries a numerological vibration that corresponds to a particular color." Each month has a color: January is caramel (practical, determined). August is sun orange (regal, inspiring). November is claret red (passionate, transforming). Every day gets more specific. It's just plain fun looking yourself up. And the results are shockingly spot on. These aren't supposed to be your favorite colors, by the way, just shades that you'd do well to incorporate into your life.

The origins of personal cleanliness date back to prehistoric times. Since water is essential for life, the earliest people lived near water and knew something about its cleansing properties - at least that it rinsed mud off their hands.

While we have increased the number of varieties we offer, we have maintained the same small-scale method of production to ensure that we continue to provide a quality product.

Only natural vegetable oils -- olive, coconut, and palm -- are included in the base for our soaps. Because of these natural oils, our soaps are rich in glycerin and therefore very moisturizing. Many of our soaps contain essential oils and beneficial nutrients as well -- some of which we grow in our herb garden. Milk, its value as a skin care product recognized for thousands of years, is included in all of our soaps except Castile. The milk is supplied by our own herd of here in Linnaeus.

Some other futures are as follows:

- ✓ We enjoy a healthy population of black flies and mosquitoes during the summer - and we appreciate anything that helps discourage those hungry little insects from feasting on us!
- ✓ Delicate skin benefits from this soap's gentle cleansing.



Soap Ingredients

Soap Ingredients - Our soap ingredients consist of food grade vegetable oils. Cocoa butter and castor oil are used as extra moisturizing soap ingredients. We do not use any dyes or coloring. Only high quality Fragrance and Essential oils made for soap are used in scenting our handmade soaps. We use a "cold" process method to handcraft our soaps in small batches. Milk is rich in proteins, vitamins, and minerals and very nourishing to our skin. It moisturizes, and softens your skin naturally.

Our soaps are made with pasteurized milk, olive oil, coconut oil, soybean oils, castor oil, cocoa butter, and sodium hydroxide, which combine with the oils and turn them into gentle, cleansing soap. There is no sodium hydroxide left in the finished soap.

Making a Man's Soap

Take a Hike

Soap especially for the man who likes the great outdoors. A scrub to use while in the mountains, or in the home. You'll like the fresh clean feel and the smell of the mountains.

ReMoove

Soap for the person who milks, hays, and mucks. A good scrub for ReMooving smells, getting under nails, and up to your elbows. You'll like the rub of the grain and the fresh smell.

Nature-B-Quest

Made just for you like the yummy smell of honey and a soft scrub working together.

Velvety

For the lady who wants a creamy complexion and soft smooth skin with a sandalwood scent you'll love. Combined with a goat milk base.

Make Nice

Soap made for the man who makes your vehicle run smoothly, changes the oil, and greases the axle. A good scrub grime that finds its way into the cracks and crevices of your hands. You'll like the immediate results and the clean smell that makes nice mechanic hands.

Skee-Do

Made for the person who likes a clean fresh lemony scent, the great outdoors, and a mosquito free time.

Need of Articulate the Brand:

Brand is a product from a known source (organization). The name of the organization can also serve as a brand. The brand value reflects how a product's name, or company name, is perceived by the marketplace, whether that is a target audience for a product or the marketplace in general (clearly, these can have different meanings and therefore different values). It is important to understand the meaning and the value of the brand (for each target audience) in order to develop an effective marketing mix, for each target audience. The value of the brand for a web-based company may have heightened importance due to the intangible nature of the web.

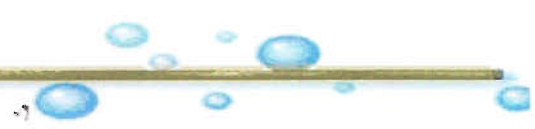
A distinguishing symbol, mark, logo, name, word, sentence, or a combination of these items that are companies use to distinguish their product from others in the market.

Investopedia Says: Once a brand has created positive sentiment amongst the target audience, the firm is said to have built brand equity. Some examples of firms with brand equity--possessing very recognizable brands of products--are Microsoft, Coca-Cola, Ferrari, Sony, The Gap, and Nokia.

Branding is more than just a business buzzword. It has become the crux of selling in the new economy. If the old marketing mantra was, " Nothing happens until somebody sells something," the new philosophy could be " Nothing happens until somebody brands something."

In its simplest form, a brand is a noun. It is the name attached to a product or service. However, upon close inspection, a brand represents many more intangible aspects of a product or service: a collection of feelings and perceptions about quality, image, lifestyle, and status. It creates in the mind of customers and prospects the perception that there is no product or service on the market that is quite like ours. In short, a brand offers the customer a guarantee and then delivers on it.

We might infer, then, that if we build a powerful brand, you will in turn be able to create a powerful marketing program. However, if we cannot convince customers that our product is worthy of purchasing, no amount of advertising dollars, fancy packaging or public relations will help us achieve our sales goals. Therefore, successful branding programs begin with



superior products and services, backed by excellent customer service that permeates an entire organization.

One of the truths of modern business is that there is almost nothing that our competitors can't duplicate in a matter of weeks or months. If we have a great idea, we can be certain that somebody will copy it before long. Moreover, not only will they follow our lead, but they may also be able to do a better job or sell the product or service at a lower price. The question then becomes, "What competitive edge do I have to offer that cannot be copied by anyone else?"

The answer? Our brand.

Creating a strong brand identity will build mind share — one of the strongest competitive advantages imaginable. As a result, customers will think of our business first when they think of our product category. For example, when we think of tissues, more likely than not, we think of the Kleenex brand. In addition, when we are looking for tape to wrap a present, Scotch is the brand that springs to mind. Likewise, when we are child wants a hamburger, he will often say he wants to go to McDonald's. The reason behind these strong brand-product associations are that these companies have built rock solid brand identities.

"A brand is the one thing that we can own that nobody can take away from us," says Howard Kosgrove, vice principal of marketing at Lindsay, Stone and Briggs Advertising in Madison, Wis. "Everything else, they can steal. They can steal our trade secrets. Eventually, our patents will expire. Our physical plant will wear out. Technology will change. Nevertheless, our brand can go on and live. It creates a lasting value above and beyond all the other elements of our business."

That value is often call brand equity, or the worth of the brand. Brand equity, unlike other abstract marketing notions, can be quantifies. For instance, if we owned the Marlboro Company and wanted to sell it, we would begin to value the firm by looking at the assets tied to the Marlboro brand. We would then identify the cost of the factories, patents, trucks, machines, and staff." They are worth a small fraction of what you can sell that brand for," says Kosgrove. "The value of that brand is huge compared to those actual physical assets."

The importance and value of branding becomes apparent when an entrepreneur wants to sell his or her company or take it to Wall Street for a public offering or other infusion of capital. Often the brand that is, a business owner has to sell in such cases.

Brand Articulate:

In the brand, there are three different things one is brand name, second one is brand mark, and another one is brand trademark. In my work, I processed and give necessary element and the entire factor, which makes my brand perfect one.

We know the following figure

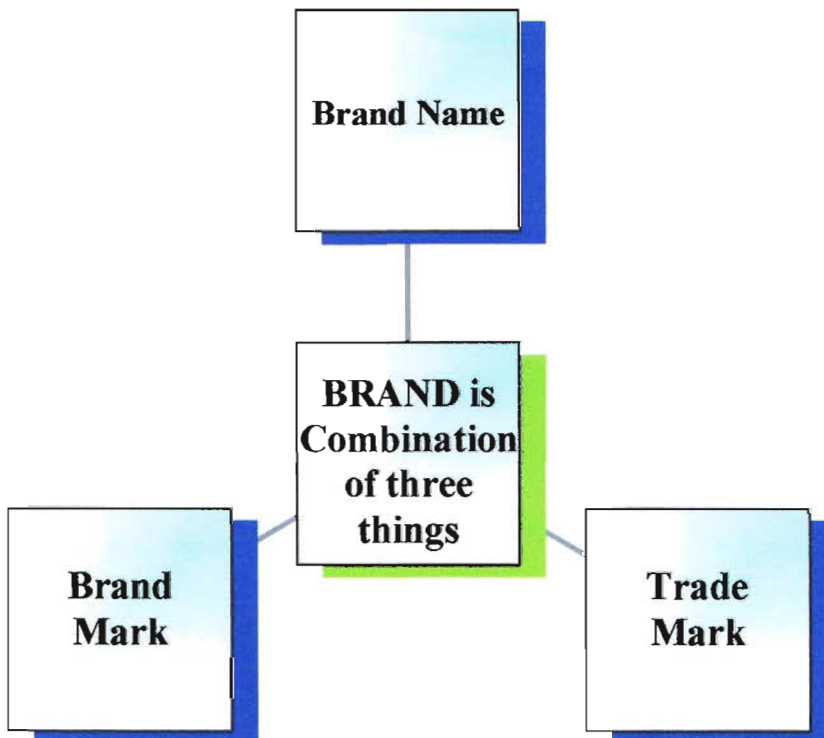


Figure: BARND

My soap name and trade mark and the Brand Mark are giving in the following.

- ✓ Brand Name: CARNAL
- ✓ Brand Mark: Name of the company
- ✓ Trade Mark: The company name and the Brand Marker are registrar as the following prescription

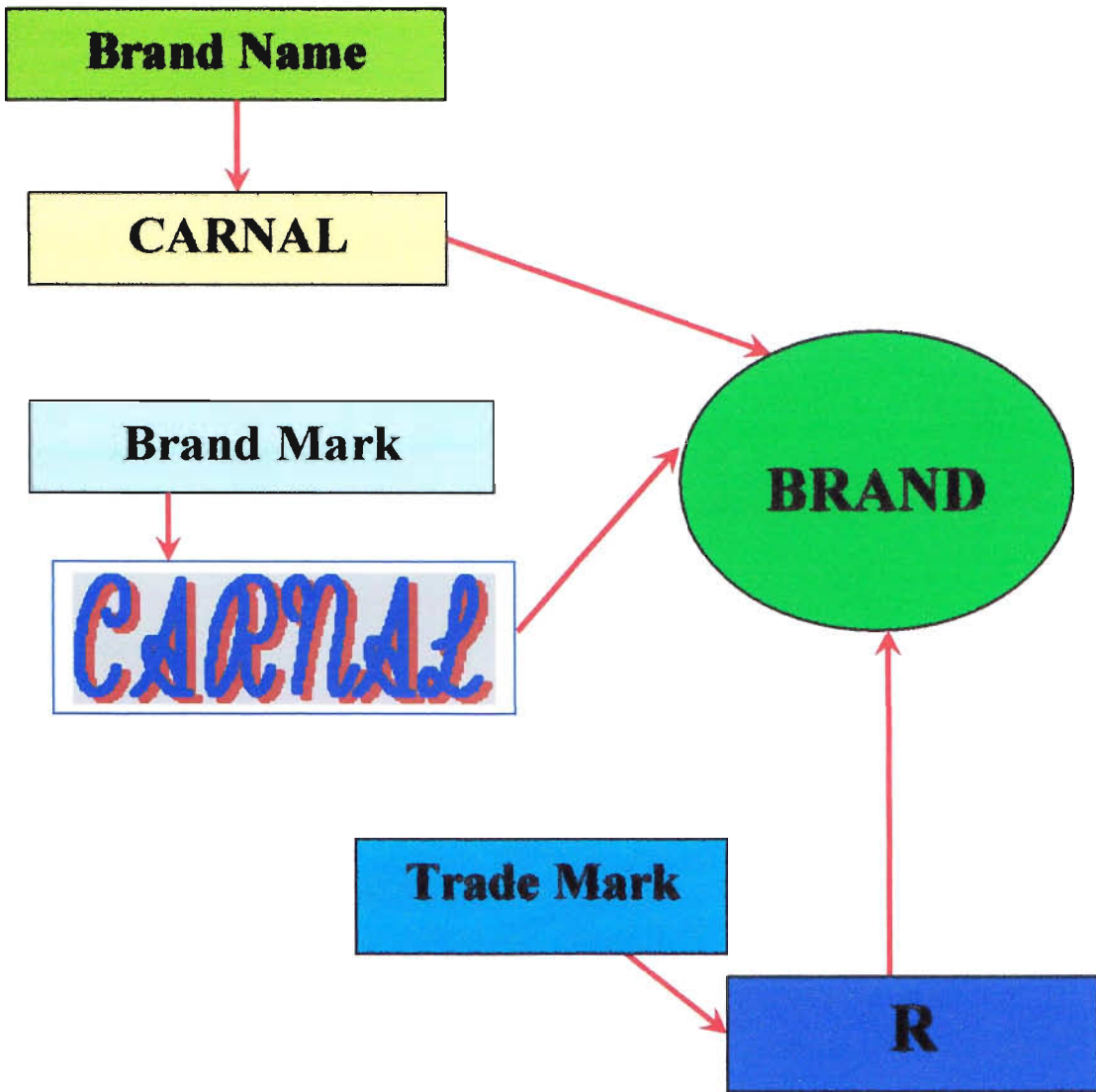


Figure: Soap Brand Articulate

Brand Element Mix Match:

Criteria for Choosing Brand Elements:

Brand Element is that type of element that different the brand from others. It also knows as brand identity. If we think about the brand then first off all in our mind came what is the brand name after that what is logo, symbol etc. So it is clear that brand name is more important then the others. Brand elements create brand equity and its development depends on the manner how the brand elements choose. If we want to build a strong brand then it is important to us that we should choose the brand element because of customer test, feel what the customer want from the brand and product. Mainly in the customer, derived brand element chosen by the customer choice that's mean brand elements can be enhance brand awareness, facilitate the formation of strong, favorable, and unique brand association or elicit positive brand judgment and feelings.

Brand identity is comprised of:

- ★ Pricing - a component of value; higher prices may signify to consumers higher quality, and lower prices may suggest decreased value.
- ★ Distribution - availability; limited distribution of a product or service may imply exclusivity to discerning consumers.
- ★ Quality - which influences satisfaction; obviously, higher quality will translate to more satisfied customers who come back repeatedly to purchase your offerings.
- ★ Presence - prominence in the paid and unpaid media; products or services with a high-profile market presence will lead to brand recognition and increased sales.
- ★ Awareness - top-of-mind awareness, residual awareness, and recognition, which are directly related to presence; the higher your offering's awareness, the better your sales results will be.
- ★ Reputation - enduring public opinion of brand character, which is built over time and difficult to change once established.
- ★ Image - perceptions of brand traits or prototypical buyers; often represented by qualities the consumer relates to. Like reputation, image is difficult to change once established.

- ★ Benefits - consumers may equate certain positive and negative consequences with use of your product or service; these may be warranted or unwarranted.
- ★ Positioning salience - differentiation from the competition, this is established by a combination of all elements of the brand.
- ★ Preference - a predisposition to buy displayed by consumers who are establishing brand loyalty.
- ★ Share of market - increased market share is a direct result of a successful branding campaign.
- ★ Customer commitment - loyalty is built through long-term branding and close consumer contact.

Therefore, there are six criteria in choosing brand elements .In general there are six criteria in choosing brand elements

- a. In this six criteria first three Memorability
- b. Meaningfulness
- c. Likability
- d. Transferability
- e. Adaptability
- f. Protectability

First three Criteria Memorability, Meaningfulness, AND Likability – can be characterized as “Brand Building” in nature and concern how to equity can be built through the judicious choice of brand element. The latter three however are more “Defensive” in nature and are concerned with how the brand equity contained in a brand element can be leverage and preserved in the face of different opportunities and constraints.

Memorability

A necessary condition for building brand equity is achieving high level of brand awareness towards the goal. Brand element can be chosen that are inherently memorable and therefore facilitate recall or recognition in purchase or consumption setting. We can say that Memorability is nothing but how easily customer remember the brand.



Meaningfulness

Brand elements also help to define the meaning of the brand association. However, it is not mandatory that all the brand name should have a meaning, brand name may not have any meaning. However, it will help to create the formation of well brand association.

Likability

The brand element may not match with the product. Thus, brand elements can be chosen that are rich and verbal imagery and inherently fun and interesting. That means how much the consumer like that brand.

Transferability

It is combination of product category and geographic sense. The brand elements introduced either within to the product class or across product classes. To a large extent this depends on the cultural content and linguistic qualities of the brand element. That means that every cultural have different meaning of name, color and sign so it is important for them to understand the cultural value of the country. With that, they translate the meaning of the name and colour of the product in that country.

Adaptability

The fifth element is Adaptability, which concern with the change in consumer values and opinion or simply because of a need to remain contemporary. Brand elements often must be update over time. The more adaptable and flexible the brand element, the easier it is to update it.

Protectability

That is means the brand element should be protect able both in legal and competitive sense. In terms of legal consideration, it is important that the brand elements that legally protected on an international basis and register the entire brand element.

Therefore, after all the discussion we can come out in the following conclusion that this six criteria mainly contain some important features.

- i. Memorability
 - a. Easily Recognized
 - b. Easily Recalled
- ii. Meaningfulness
 - a. Descriptive
 - b. Persuasive
- iii. Likable
 - a. Fun and Interesting
 - b. Rich Visual and Verbal Imagery
 - c. Aesthetically Pleasing
- iv. Transferability
 - a. Within and Across Product Category
 - b. Across geographic boundaries and cultural
- v. Adaptability
 - a. Flexible
 - b. Updateable
- vi. Protectability
 - a. Legally
 - b. Competitively



As my product is male soap it need to have the brand identity that why I would like to mix match my brand element in the following way because of I want to know about my strength about that product in the ,market.

There are several elements in the branding them as follows Brand Name, Brand logo and Symbol, Brand Slogan and Jingle and Packaging and Style, Character etc. With these elements, we doing our Brand Element mix match.

Brand Element Mix Match Table:

Choice Criteria	Brand Element	Name	Cooler	Fragrance	Symbol	Slogan and Jingle	Character	Style	Packaging
	Memorability	*	*	*	*	*	*	*	*
Meaningfulness	*	*	*	*	*	*	*	*	*
Likability	*	*	*	*	*	*	*	*	*
Transferability	*	*	*	*	*	*	*	*	*
Adaptability	*	*	*	*	*	*	*	*	*
Protectability	*	X	X	*	*	X	*	*	*

X= Not Possible

*= Possible

Table: Brand Element Mix Match

Value Innovating:

Product is the core of the branding without the product we can think about the brand because the customer wants the value of the product. If we have no product then how could we deliver the value to the customer? To solve this problem there must be product. The product itself is at the heart of brand equity, as it is the primary influence of what consumer experience with a brand, what a brand, what they hear about a brand from others, and what the firm can tell customers about the brand in its communications.

Designing and delivering a product that fully satisfies consumer needs and wants is a prerequisite for successful marketing, regardless of whether the product is a tangible good, service, or organization. Numerous studies have shown that high-quality brands tend to perform better financially, for example, yielding higher returns on investment. In this section, we will consider how consumers form their opinions of the quality of a product and their attitudes toward brands as well as the resulting implications for product strategy. We begin by examining perceived quality. Therefore, we know that the product is core of the brand without the product there is no value of brand and without the brand, there is any value of product. In the following diagram we see that Product in the middle of the brand that's mean when the product met the normal and need of the people then they go for the branding. In figure when a product have a organization name and it's coming from a specific country that means's country are well proficient in producing that product and it must be valued by the customer that means the customer should know about the product. So we can say that the brand is more then the product because it gives not only the core benefit of the products but also some other different benefits from the product.

The product is the hart of the products. Products must be designee, manufactured, market, sold, deliver, and served in a way to create s positive brand image throngs strong brand association. In the following figure shown us that Brand is more then a product and it will help us to understanding that the importance of interdependence.

Without the product there is no value of brand. In my case soap is the core product but when we give the following feathers then it will be the brand. In this project I give the name , organization and what the user want all the things.

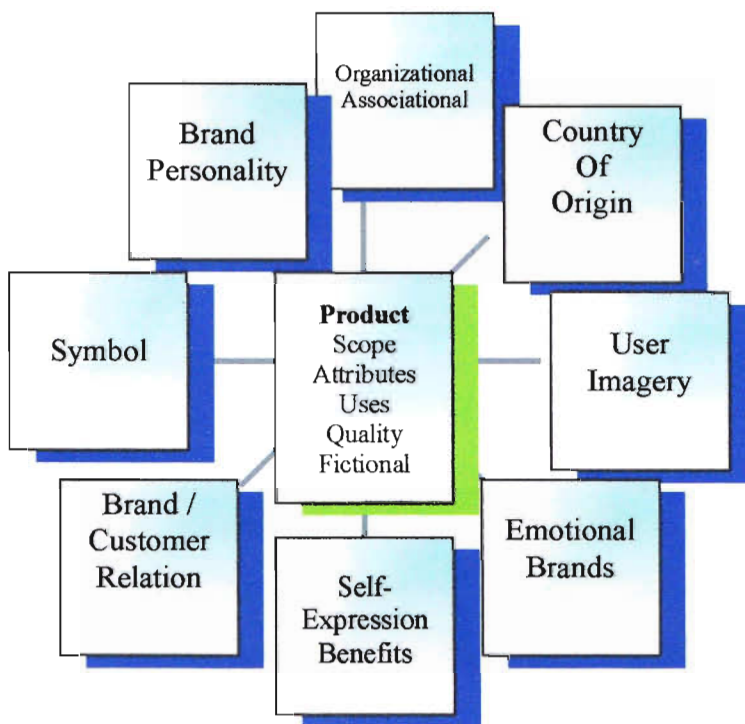


Figure: **Brand is more than a product**

Performance Check List Product itself is a heart of the brand. Without product we cannot think about a brand. That means product is a core of the brand. Now here performance checklist will give us the brief idea about the product performance result. Perceived quality has been defined as customer's perception of the overall quality or superiority of a product or service relative to relevant alternatives and with respect to its intended purpose. Prior research has identified the following general dimensions of product quality.

There are seven parameters in the performance check list they are as follows


- vii. Performance
- viii. Features
- ix. Conformance
- x. Quality
- xi. Reliability
- xii. Durability
- xiii. Serviceability
- xiv. Style and Design

Before that, we need to know about the meaning of the above topic. In the following, describe the topic explanation to understand the better idea about the brand performance checklist.

1. **Performance** : Levels at which the primary characteristics of the product operate
2. **Features** : Secondary elements of a product that complement the primary characteristics
3. **Conformance quality** : Degree to which the product meets specifications and is absent of defects
4. **Reliability** : Consistency of performance over time and from purchase to purchase
5. **Durability** : Expected economic life of the product
6. **Serviceability** : Ease of servicing the product
7. **Style and Design** : Appearance or feel of quality

After have idea about the topic now we can go in the field. Here we just check that our product can meet the perceived quality of the customer. If not then go back to the initial stage that mean in where we have problem we go there and after rearranging and solving the problem then come back in the market.

Product Criteria	
Parameter	Toiletries
Performance	*
Features	*
Conformance Quality	*
Reliability	*
Durability	X
Serviceability	*
Style and Design	*



Differentiate or Die Sounds pretty, harsh, doesn't it? Well, I can tell you that whether you are a small one-person shop or a large government agency, solvency and the future of your business rely on you standing out in a competitive marketplace.


Coined by Jack Trout, the father of "positioning" products and ideas in the minds of consumers, this notion is particularly relevant for professional service firms. The problem is that customer has a choice. Moreover, they need our help to understand why to choose my product over others offering similar services. In addition, just because we have currently have a customer, doesn't mean they'll stay. There is a big difference between their satisfaction and commitment. Did we know that more than 40% of customers who claimed to be satisfied switched to a new service provider?

Thinking strategically about how to move our customers from satisfied to commit is not discretionary. Differentiation is one of the most important strategic and tactical activities in which a professional service firm must engage. For professional service firms, this is very tricky. It involves articulating the concrete value of something that, in our customers minds, is tough to quantify. Not only do we have to catch and hold their attention in the first place, we must demonstrate the bottom-line impact our services make in their lives. Differentiation will do that for you. Choosing among multiple options is always based on differences, implicit or explicit. Psychologists point out those vividly differentiated differences that are anchored to a product can enhance memory because they can be appreciated intellectually. In other words, if you are advertising a product, you ought to give the consumer a reason to choose that product. If you can entertain at the same time, that is great.

Before we look at differentiation strategies that work, here are some to avoid:

- ✓ Do not make artistic marketing message that are waste of time of targeted customer. Do not make them work too hard to understand message.
- ✓ Do not be seduced by the poetic or beautiful.
- ✓ Do not become a commodity by lowering your price to be different.

So how do we effectively differentiate our product from others? Jack Trout's book, "Differentiate or Die" (John Wiley & Sons, 2000), here's how to stand out from our competition:



The author gives four steps that will give a great idea about the differentia the products from the others

- a. Make sense in the context of the market as it exist
- b. Find the differentiating idea
- c. Be able to support and demonstrate the differentiating idea
- d. Communicate the difference

In the following examples helps us to understand the possible way of differentiating

- i. Being First or Number One
- ii. Owing a Particular Attribute or Product Quality in the Consumer's Mind
- iii. Demonstrating Product Leadership
- iv. Drawing upon an impressive company history or heritage
- v. Focusing on a particular Marketing Specialty
- vi. Showing that the product is the Performance of Influential Persons or Group
- vii. Focusing on a Products Unique Ingredients
- viii. Being the "New Generation"

Even the world of meats and produce has found ways to differentiate itself and thus create that unique selling proposition. Their successful strategies can be summed up in five ways:

1. Identify
2. Personify
3. Create a new Generic
4. Change the name
5. Reposition the category

Where there is a will, there is a way to differentiate.

After all the theoretical discussion it is clear that if we do not differentiate in the product then we will not sustain in the market. Because of the world is changing day by day, time does not still. After the reevaluation the technology changes so faster and product became cheep day by day. And the customer became flexible and have more choice to make choice the products. So now a days more important things is that we should think about the price of the

product and what value we should give value to them. Otherwise they will go in different area to get the value.

Generally all the soap gives you the healthy and beauty offer. Some soap gives you the value of sensationally. But my product you get different things from others. I am not only offering both health and beauty issue but also gives you a astronomic advice that's mean which flavor is good for you ,which flavor match with your personality. You may understand that what different value I give you whit a minimum cost. You should like my product because you would like to build your life a proper way and manner. In the above you see a sentence that is: **Where there is a will, there is a way to differentiate what** a beautiful sentence for the marketing people. I am inspired from that word. And make a different product for your convenient.

Blue Ocean Strategy Now in the world computation is the main way to sustain in the market but why don't we think about the competition less market. Where there are competition between any competitors that's mean world is computation less. Companies have long engaged in head-to-head competition in the search of sustained, profitability, and growth. They have fought for competitive advantage, battled over the market share and struggled for differentiation.

However, Blue Ocean Strategy provides a systemic approach to making the competition irrelevant. Although the term blue ocean but it is important for the new business environments. Because industries never stand in a fixed time, it will change continuous process. Because of changing in the technology and science firms change the product category frequently and add some futures one after another's. Therefore, there will be less chance to evolve that type of free quant change.

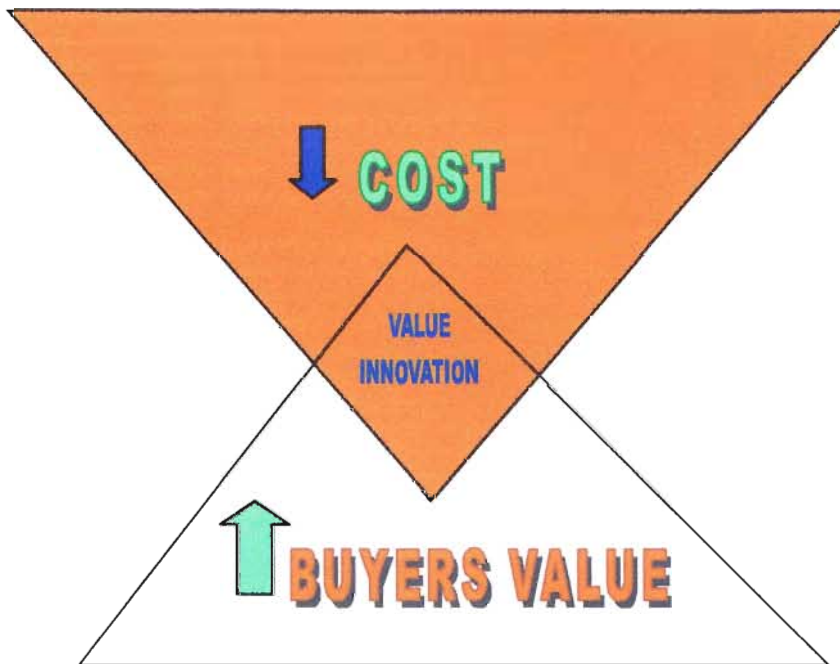
There are several driving behind a rising imperative to crate Blue Ocean. Accelerated technological advantages have substantiality improved industrial productivity and have allowed suppliers to produce an unprecedented array of product.

In the Blue Ocean, the main thing is to create VALUE.

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That is mean innovate value we can say it novelty. The following figure will help to understanding the value innovation

Blue Ocean Strategy: The brand **CARNAL** follows Blue Ocean Strategy that is provided by W.Chan Kim and Renee Mauborgne. The brand **CARNAL** is the only local soap brand. So there is huge local competitor brand. But from the very beginning we tell that our soap is different from others because it gives you a horoscopes ides and also tells you that what soap fragrance it good for you whom color is appropriate for you. I am assuring that there is not such type of product in the market. So that **CARNAL** can easily avoid red ocean strategy though there are other global brand but the brand **CARNAL** can provide innovative values make the competition irrelevant by reduce its cost and increase buyers values like the following table:



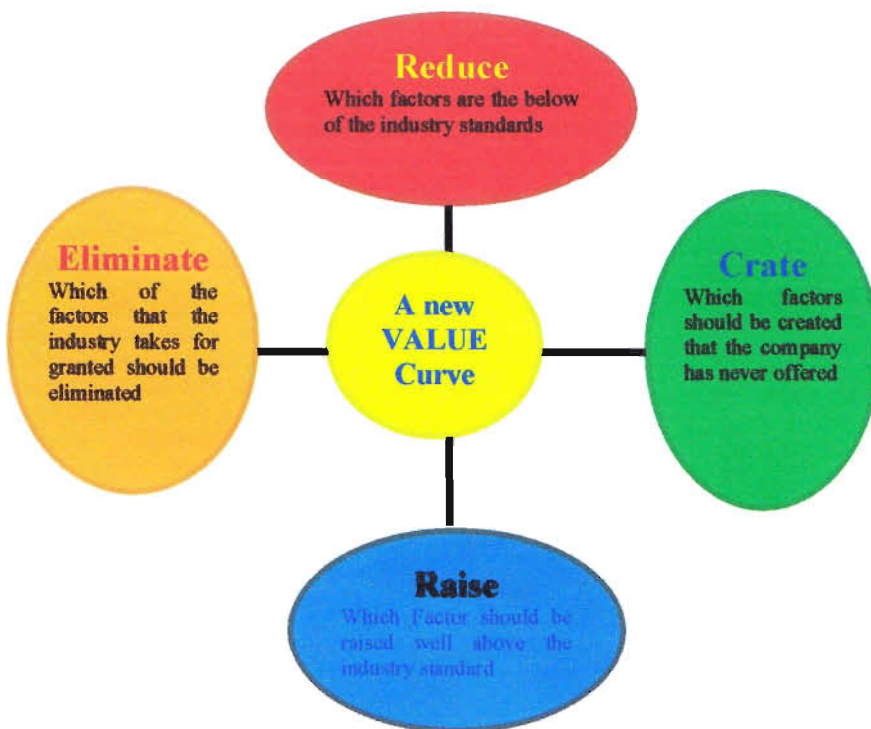
Value Innovation place equal emphasis on value and innovation. Value without innovation tends to focus on value creation on an incremental scale, sometime that improve value but is not sufficient to make it stand out on the market place. Innovation with out value tends to be technology-driven, market pioneering of futuristic often shooting beyond what buyers are

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ready to accept and pay for. It is important not only creating value but also minimize the cost it should be in the range of the customer.

In this finger we can see that the company action on the cost and the value innovation. Company innovate value but if the cost is too high then the consumer does not want to purchase the product. We minimize the cost by eliminating the factors an industries bad side. We can also reduce the cost when the sales incise.

Three are four actions Framework for the creating blue ocean



Reduce:The brand **CARNAL** reduce its cost of production by using home countries labor, though some Canadian expertise work here but they are very few. And we trained up our employees from the abroad for make them expertise. So the labore cost we can reduce and that's why the cost of production also reduce. This is the local brand so that we can payed less tex to the governtment then the global brand. So the brand **CARNAL** charge Tk32, 135 gm but the major competitor brand DOVE a charge Tk 55 for 85 gm.



Raise: The brand **CARNAL** raise its product quality by creating innovative values like **CARNAL** gives you combination of orange and lemon flower on your body that makes you refresh 24 hours and permit you to do hard work all the day without any weakness. The package of the brand **CARNAL** is more colorful that represent the product personality and it match with the young generation personality. It can also use on broken skin that is totally different of other brand.

Eliminate: The brand **CARNAL** follow just in time strategy that means raw materials are come in just in time so that we can eliminate warehousing cost. And maintain effective distribution channel that reduce distribution cost.

Create: The brand **CARNAL** create innovative values to the young generation (MEN) that makes differentiate to the other brand like **CARNAL** Soap is 100% halal for all the religious in Bangladesh because it is made by vegetable oil and with out any alcoholic camical. **CARNAL** has vegetable oil and vitamin C that makes your skin smooth and it protect the hit of sunshine. **CARNAL** makes your body skin cool in the hottest days and make your skin warm in the coolest day.

So the brand **CARNAL** make the competition irrelevant by avoiding red ocean strategy and creating innovative values and also reducing production cost.



Brand sense: The brand **CARNAL** has smell, sight, touch, and also taste.

Smell: The brand **CARNAL** has sweet innovative smell like combination of orange and lemon flower that makes you refresh all the day. In my product I use various types of fragrance and from that the soap may also be called the flavour ball. It will give that type of flavour which is suitable for you. Suppose you are using that then you are main point off any chat.

Sight: The brand **CARNAL** has good looking handsome package. Only three colors used in the container like orange, lemon and the background color is off-white. Orange colors reflect the eyes that make attention and lemon color make cool in the eyes that make the eyes rest and off-white is the peace color that makes the people happy. So that the combinations of these three colors make attractive to the people. That's why the people can easily recognize and easily recall the brand **CARNAL**.

Touch: The brand **CARNAL** has standard packing. So it is a touchable brand. When people can use the brand they must touch the product.

Taste: The brand **CARNAL** has sweet taste though it is not a food product. The brand **CARNAL** taste is combination of orange and lemon flower.

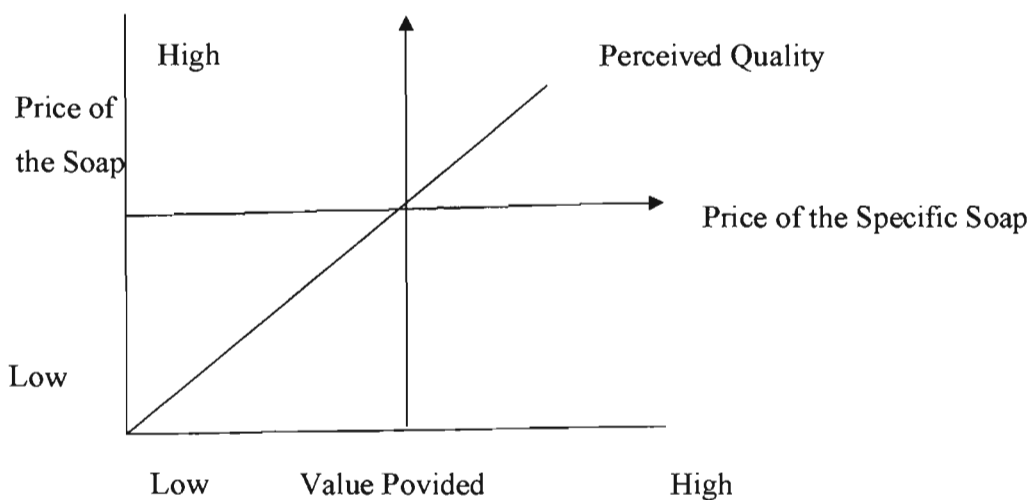
In the following I am showing a diagram of the brand sense of the **CARNAL**.

Price:

Price is the revenue generated element of the business. Price premium is one of the most important brand equity benefits of creating brand awareness and strong, favorable, and unique brand association.

The pricing policy for the brand can create associations in the consumer's minds to the relative price tier for the brand in the category. Consumer always ranks the brand in terms of price. Now a days many marketer go for the value based pricing where they attempting to sell the right products at right price have adopted value-based pricing strategies.

Consumer may compare their perception of the quality of the product with their perception of the price of the product to arrive at an assessment of its perceived value.



Setting Prices to Build Brand Equity:

In the market, there is lots of soap and the price range is not limited. In the market the low cost soap may be introduced by locally but there are some others soap which provide you the high price soap. The price range vary from the tk 11 (Aromatic Soap) and the high range may be in our country is tk 65 (Dove).

There are different packaging of soap and get in different size so the price also varies with the size of the soaps. In addition, from the price range we can understand that the price should be in-between that and you should give them different features.

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Now as I am giving the consumer new products with different features what he never get from the other toiletries products in locally or globally. There for the price is in range of local and global because my target market is our subcontinent so I can fix my product price in the following way where the price premium and low price soap also adopted. As my present target customer is entire middle class to upper level and some portion of the low income but have enough money to spend. So the price should be differ from others AS I am also provide value so the price of the soap should be tk 32 and the weight is 135 gm . Therefore, the Lux price is tk 21 and the lifebuoy price is tk 14, Dove tk 55. Therefore, you can see that my product price is also differing from others.

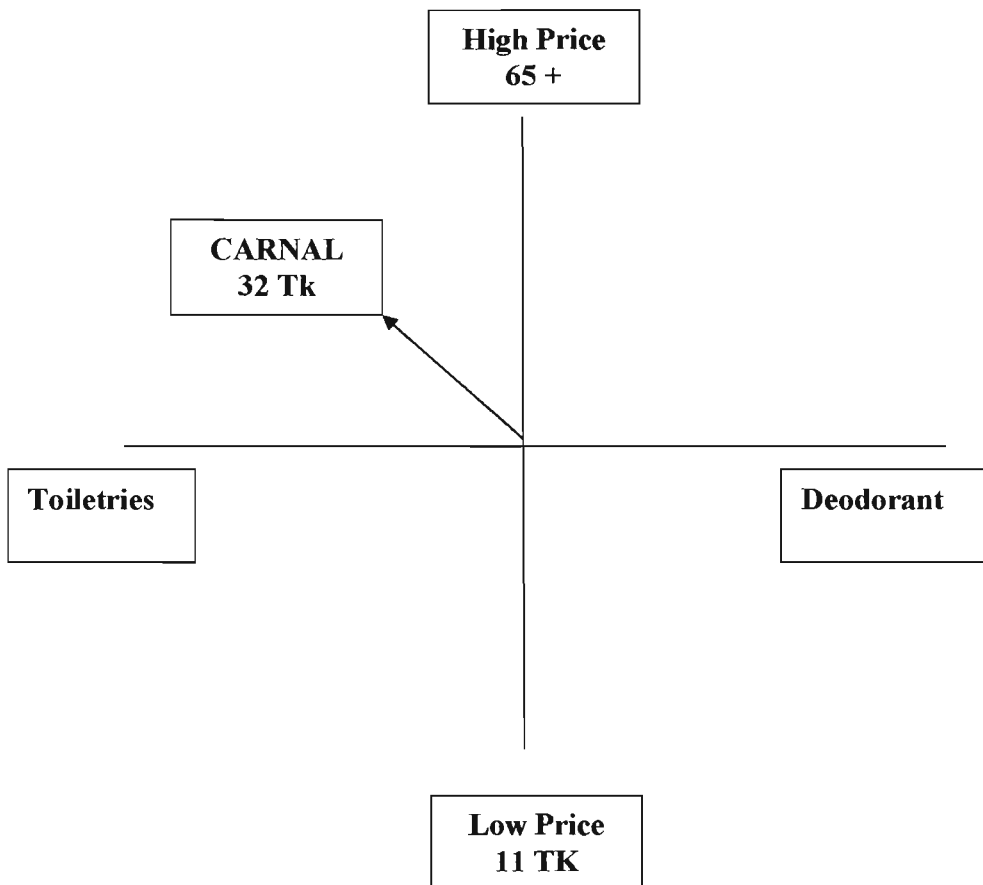


Figure: Price Position Map

Distribution:

The manner by which a product is sold or distributed can have profound impact on the resulting equity and ultimate sales of a brand. Marketing channels are defined as "sets of interdependent organization involved in the process of making a product or service available of use or consumption." Channel strategy involves the design and management of intermediaries such as wholesalers, distributors, brokers, and retailers.

In my case direct and indirect, both the strategy is appropriate. Because this soap contain the astronomic idea. Therefore, there is little bit need of giving the idea of astronomy to the people. If they are aware of the astronomic idea then they must purchase the soap. As they have idea then they will publicizing the product letter on.

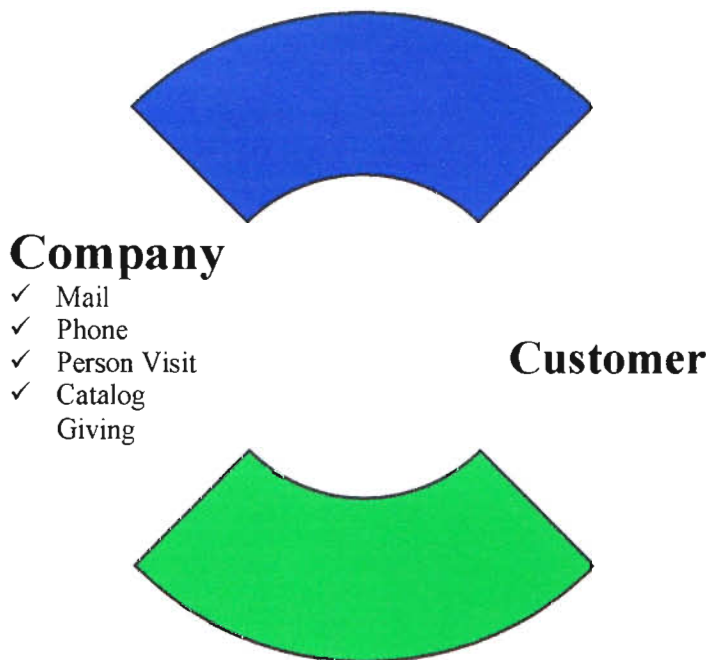


Figure: Direct Channel

As it is also convenient product that why it also need marketing puss strategy. We should make the customer to buy it. As we make the customer to purchase we should available the products through the countrywide.

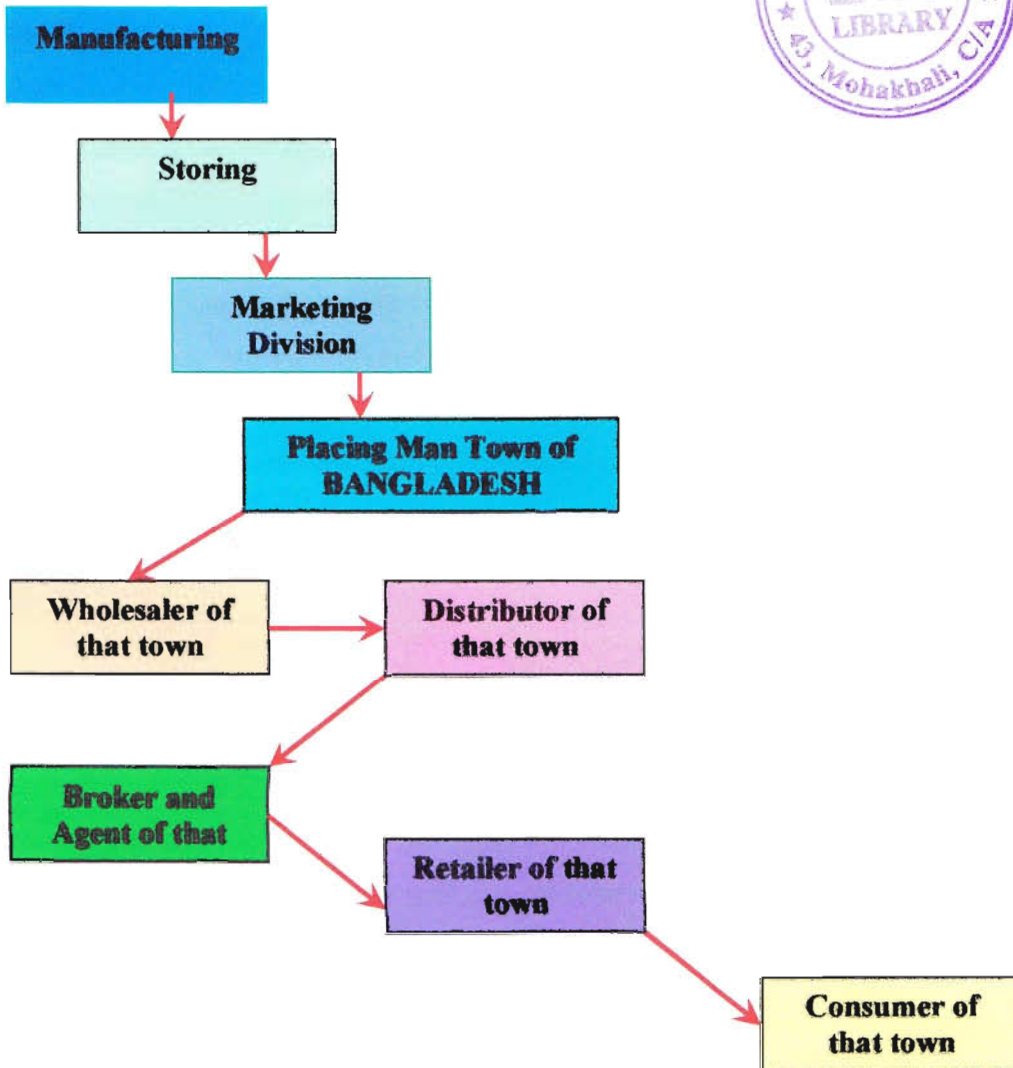


Figure: Direct Channel



Value Delivery:

A young girl was sitting by a window, drinking a mug of tea suddenly she started recall a past moment. Three months ago she was sitting in at a park suddenly she saw beautiful butterfly on a flower. She found the butterfly so beautiful and attractive that she wanted to touch it. She tried to touch it but flew away. She ran for that butterfly but it went on flying. As she was running, she suddenly saw a boy who are sitting on the bench alone, she stopped running. And started staring at him. The attractiveness of the boy disappear the attractiveness of the butterfly from the butterfly. Fro moment she felt like he is the most attractive boy in the whole world. She completely forgot the butterfly and kept on hazing on the boy.

Suddenly phone rang and she can back to the present. She received the call and it was the same attractive boy. Now a day she is the girlfriend of that boy.

From the story we saw that the boy was setting on the bench alone. There was no friend with him. But suddenly he saw a girl coming towards him, he was little surprised.

But that is not matter of surprised because of he uses the “CARNAL” Which makes beautiful and clourful moments and in the latter on this moments make the life.

Integrated Marketing Communication is more than the coordination of a company's outgoing message between different media and the consistency of the message throughout. It is an aggressive marketing plan that captures and uses an extensive amount of customer information in setting and tracking marketing strategy.

Integrated marketing communication (IMC) is defined as "a cross-functional process for creating and nourishing profitable relationships with customers and other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data-driven, purposeful dialogue with them" (Duncan 2002, p. 8).

Reasons for the Growth of IMC:

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- ✓ Changes in marketplace
- ✓ Changes in organizational structure
- ✓ Changes in consumers
- ✓ Changes in communication

Benefits of Integrated Marketing Communications Planning Integrated marketing communications (IMC) is the process of planning and coordinating all of an organization marketing communications in such a way that the different elements do not contradict each other, but maintain a common theme. This is critical to the establishment of a brand identity that is consistent and credible.

IMC planning allows an organization to reduce what would be several organizational plans into a single planning process; it uses measurable and achievable objectives for benchmarking and is integral to the success or failure of any business. Too many small businesses ignore the planning process of marketing and simply adopt a reactionary approach to marketing. A marketing consultant can help you develop this planning process.

As my products are soap so it is very important for how it communicate with my customer and my feature customer and IMC solve the problem. IMC give the consistent of marketing process we want to position our brand in the mind of our targeted customer. We try creating both push and pulling for our brand. In addition, for that we have built a unique story for our product to give a competitive edge. In addition, we will execute our story through the following IMC mix to create a competitive edge and to build ROI –

1. Media Advertising-

TV- channel I, NTV, ATN Bangal.
Magazine – “Sapthhic 2000”, “Fashion Jogot”,

2. Direct Response Advertising-

Mail- in different occasion mail the special woman like Kusum, Joea .

3. Trade Promotion –

To some of our special retailer we will give discount in different occasion.

4. Event Management –

We will sponsor different fashion show, fair, sports show etc.

IMC is nothing but aware the customer about h brand, the product that we are coming here, and we want your opinion. It also gives ideas that are products are good or not. IMC helps to communicate to the customer to inform the giving value what is match with the customer perceived value.

Secondary brand leverage:

For secondary brand leverage we do the following things.

Company:

We are introducing a new product in the market . The company is also new.

Country:

Our ingredient is importing from France china. However, it is produce locally but ingredient is sourcing from France and china

Distribution:

We distribute our product in puss strategy and the direct way.


Character:

We license our brand, logo slogan to protect our brand.

Spokes People:

We take Tahsan as our brand ambassador. We take her as a model in our tv ad, magazine promotion etc. is very popular and symbol of attraction.

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Brand building according to David Aaker:

Brand Identity:

Carnal has its own brand identity, its logo, and slogan. In addition, color.

Value Proposition:

Carnal value is its fragrance, color, with vary of personal test and astronomic idea and style.

Brand Position:

As per our perceptual map, we position our brand in a premium quality and price.

Execution:

We will execute our unique story for the through the IMC process as discuss previously.

Consistency over Time:

We are consistent with our brand name logo and slogan.

Brand System:

This is our only brand and we can say that it is our flagship brand.

Brand Leverage:

By time, we will extend our brand and if necessary, we will go for co-branding.

Tracking brand Equity:

We will track our brand yearly and analyze what to do in future.

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Brand Responsibility:

We will have a brand department and the head of brand department will take the charge of brand management.

Invest in Brands:

In addition, to improve the brand more and more we will continuously invest in the brand.

Conclusion:

After all the theoretical discussion it is clear that if we do not differentiate in the product then we will not sustain in the market. Because of the world is changing day by day, time does not still. After the revolution the technology changes so faster and product became cheap day by day. And the customer became flexible and have more choice to make choice the products. So now a days more important things is that we should think about a new product like "CARNAL". Carnal has its own brand identity, its logo, and slogan. In addition, color. This is our only brand and we can say that it is our flagship brand.

