

V M V V SANGHA'S



**V M K S R VASTRAD ARTS SCIENCE
AND V S BELLIHAL COMMERCE COLLEGE
HUNGUND**

Project report entitled

**" A PROJECT REPORT ON MYSORE SANDAL SOP COMPNY "
UNDER GRADUATION OF BACHELOR OF COMMERCE**

Submitted by

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B.Com-II Semester

Register Number U15IY22C0034

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2022-23

DECLARATION

I declare that this project report entitled "**A PROJECT REPORT ON MYSORE SANDAL SOP COMPNY**" independent project carried out by me in partial fulfilment of the requirements for the award of the degree of Bachelor of Commerce by the **Rani Channamma University**. The project report has been prepared under the guidance of . **Mr. SHREESHAIL BOMMASAGAR** Co-ordinator Department of in Commerce, **Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & V S BELLIHAI COMMERCIAL COLLEGE HUNGUND.**

I have not submitted this project previously to this university or any other university for the award of any degree.

Date : - 8-2023
Place : HUNGUND


MS ASHWINI. A. HACHOLLI

CERTIFICATE

This is to certify that **MS ASHWINI. A. HACHOLLI** is a bonafide student of the Department of Commerce, bearing REG NO :U15IY22C0034 during the academic year 2022-23 has satisfactorily completed the project work entitled "**A PROJECT REPORT ON MYSORE SANDAL SOP COMPNY**" submitted in partial fulfillment of the requirements for the award of the Degree of Commerce by RANI CHANNAMMA UNIVERSITY under guidance and supervision by **Mr. SHREESHAIL BOMMASAGAR** And Prof. B A KANTHI Head of the Department in Commerce.



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This is to certify that the project work on "**A PROJECT REPORT ON MYSORE SANDAL SOP COMPNY**" has been carried out by **Ms ASHWINI. A. HACHOLLI** Com II semester under the guidance of **Mr. SHREESHAIL BOMMASAGAR** Co-ordinator, **Prof. B A KANTHI** Head of the Department in Commerce. towards the partial fulfilment of the requirements for the award of degree of department of Commerce by the **Rani Channamma University** during the year **2022-23**.

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Acknowledgement

I am greatly indebted to my guide, **Shri. SHREESHAIL BOMMASAGAR** Co-ordinator, *Department of Commerce*, **Rani Channamma University, V M K S R VASTRAD ARTS SCIENCE & V S BELLIHAL COMMERCE COLLEGE HUNGUND** for his inspiring guidance. In spite of several busy assignments, he has been kind enough to spare his time for giving me pleasure and privilege to work under his guidance.

Further I am also thankful Principal. **Prof. S K MATH** and **Prof. B A KANTHI** Head of the Department in Commerce and. **Mr. S S PATIL** and **Mr. B S HOSAMANI** for their encouragement and help in carrying out this project work.

My sincere thanks to all for supporting me in carrying out project report and I also thanks to library staff and all my friends for their co-operation during the course of project work and I am also thankful to printers of their skillful printing this work.

My parents are main soul for my confidence, determination and strength throughout my life. The sweet hopes and wishes have made me able to present this work.

Last but not the least I take this opportunity to thank and remember all my friends i.e. Samrin , Preeti, Geetha who are with me and who have helped me throughout my life from the place they have resided in making me feel that I am also one among them who can achieve things as we want.

Date : 8- 2023

Place :HUNGUND



Ms ASHWINI. A. HACHOLLI

CHAPTER 1

1.1 INDUSTRY PROFILE:

Soap is one of the commodities which have become an indispensable part of the life of the modern world. Since it is non durable consumer goods, there is a large market for it. The whole soap industry is experiencing changes due to innumerable reasons such as government relations environment and energy problems increase in cost of raw material etc.

The changing technology and ever existing desire by the individual and the organization to produce a better product at a more economical rate has also acted as catalyst for the dynamic process of change.

More and more soap manufactures are trying to capture a commanding market share by introducing new products. The soap industry in India faces a cut throat competition with multinational companies dominate the market. They are also facing severe threat from dynamic and enterprising new entrance especially during 1991-92.

If we look back into the history of soaps & detergents, mankind knew about soaps nearly 2000 years back i.e. in 70 A.D. when Mr. Elder accidentally discovered the soap, when roasted meat over flowed on the glow in ashes. This lump like product was soap & had foaming & cleansing character. In 1192 A.D. the first commercial batch of soaps was made & marketed by M/s Bristol soap market in London, from there in 1662A.D. the first patent for making soap was taken in London. The world consumption of soap in 1884A.D. was said to be 2lakh tonnes p.a.

HISTORY OF THE SOAP:

Soap manufacturing was started in North America. Some American companies with well known names were started 200 years ago. During middle age soap was made at various places in Italy, France, England & other countries. France became famous & many small factories were established there.

In India the first soap industry was established by North West soap company in 1897 at Meerat following the swadeshi movement. Since 1905, the following come into force:

- Mysore soap factory at Bangalore
- Godrej soap at Bombay
- Bengal chemicals
- Tata oil mills
- 1930 lever brothers co.

THE INDIAN SOAP INDUSTRY SCENARIO:

The Indian soap industry has long been dominated by hand full of companies such as:

1. Hindustan levers limited.
2. Tata oil mills (taken over by HLL)
3. Godrej soaps private limited.

The Indian soap industry continued to flourish very well until 1967-68, but began to stagnate & soon it started to recover & experienced a short upswing in 1974. This increase in demand can be attributed due to;

1. Growth of population.
2. Income & consumption increase.
3. Increase in urbanization.
4. Growth in degree of personal hygiene.

Soap manufacture has 2 classifications, organized and unorganized sectors. KSDL comes under organized sector.

PRESENT STATUS:**Market scenario:**

India is the ideal market for cleaning products. Hindustan liver, which towers over the cleaning business, sells in all over the cleaning business but the tiniest of Indian settlements. The 7.4lakhs tons per annum soap market in India in crawling along at 4%

The hope lies in raising Rupee worth, the potential for which is high because the Indian soap market is pseudo in nature & it is amazingly complex being segmented not only on the basis of price benefits, but even a range of emotions within that outlining framework.

PROBLEMS OF SOAP INDUSTRY:

Soap industry faces some problems in case of raw materials. The major ingredients are soap ash, linear alkyl, benzene& sodium. Tripoli phosphate poses number of serious problems in terms of availability. The demand supply gap for vegetable oil is 1.5 to 2 lakh tons & is met through imports. In recent times, caustic soda and soap ashes in the cheaper varieties of soaps are quite high.

CHAPTER 2

COMPANY ANALYSIS:

2.1 BACKGROUND OF KS&DL (INCEPTION):

Karnataka soaps & Detergents Limited, a successor to the government soap factory, which is one of the premier factories among the Indian soap industries. After World War I, there was a slump in the sandal wood export to the west. It dropped a blanket of gloom over business & trading in India. The Maharaja of Mysore turned this threat in to an opportunity, by sowing the budding seeds of KS & DL on the out skirts of Koti forest, near Bangalore in 1918.

The project took shape with the engineering skill and expertise of a top-level team with the inspection of the Diwan of Mysore Late Sir. M. Visvesvaraya & with the service of scientists late Sir S.G. Shastry, Professor Watson & Dr. Sub rough.

The entire credit goes to Sir. S.G.Shastry, who improved & made the process perfect of manufacturing of sandalwood oil & world famous Mysore Sandal Soap.

The factory was started a very small unit near K.R.Circle, Bangalore with the capacity of 100 tons p.a in 1918. Then, the factory shifted its operations to Rajajinagar industrial area, Bangalore in July 1957. The plant occupies an area of 42 acres (covering soap, detergent & fatty acid divisions) on the Bangalore-Pune Highway easily accessible by transport services and communication. In November 1918, the Mysore Sandal Soap was put in to the market after sincere effort & experiments were undertaken to evolve a soap perfume blend using sandalwood oil as the main base to manufacture toilet soap.

RENAMING OF COMPANY:

On Oct 1st 1980, the **Government Soap Factory** was renamed as **“KARNATAKA SOAPS AND DETERGENTS LIMITED”**. The company was registered as a Public Limited company. Today the company produces varieties of products in toilet Soaps, Detergents, Agarbathis and Talcum powder. KS&DL has been built up with rich tradition for the quality of its products. Mysore Sandal Soap is the No: 1 anywhere in the world. The Karnataka state is the original home of the Sandal oil, which uses Original perfume sandalwood in the manufacturing of Mysore Sandal Soaps.

It is also known as the **“FRAGRANT AMBASSADOR OF INDIA”**.

TRADEMARK OF MYSORE SANDAL SOAP



The **“SHARABHA”**

The carving on the cover is the ‘Sharabha’, the trademark of KS&DL. The Sharabha is a mythological creation from the puranas and embodies the combined virtues of wisdom, courage & strength, while it is illustrated in its unusual form from the body of a lion with head of an elephant. It was adopted as an official emblem of KS&DL to symbolize the philosophy of the company. The Sharabha symbolized power that removed imperfections & impurities. The Maharaja of Mysore has his official emblem adopted it. And soon took its pride of place as the symbol of the government Soap factory, of quality that reflects a standard of excellence of Karnataka Soaps & Detergents Limited.

OWNERSHIP PATTERN:

“Wholly owned by Government of Karnataka”

BIRDS EYE VIEW OF KS&DL:

- 1918 - Govt. Soap factory started by Maharaja of Mysore & the Mysore Sandal Soap was Introduced into the market for the first time.
- 1950 - The factory output rose to find terms.
1. Renovating the whole premises.
 2. Installing a new boiler soap building plant & drying chamber.
- 1954 - Received License from government to manufacture 1500 tons of soap & 75 tons of glycerin per year.
- 1957-Factory shifted its operations to Rajajinagar industrial area.
- 1975- Rs3crore synthetic Detergent plant was installed based on Ballestra SPA (Italy) technology.
- 1981- a. Production capacity was increased to 6000 tons.
b. Rs.5 crore Fatty acid plant was installed with technical collaboration from Europe.
- 1992- The Board for Industrial & Financial Reconstruction (BIFR), New Delhi in December For rehabilitation.
- 1996- The BIFR approved the Rehabilitation scheme in September.
- 1999- ISO 14001 Certificate pertaining to Environmental Management System.
- 2000- In May, the BIFR, New Delhi Declared the Company to be out of the purview. 2004- The company launched Herbal Care Soap

2.2 COMPETITORS INFORMATION AND THEIR MARKET SHARE:

HUL	70%
Godrej	4%
Procter & gamble	10%
KSDL	11%
Others	5%

2.3 ON GOING PROJECTS:

1. The company has entered into shampoo, dish wash, detergent bar & room refresher.
2. The company is striving to develop new perfumes for soaps detergents, agarbathies & shampoo.
3. The company wants to improve the existing products in terms of quality.

2.4 ACHIEVEMENTS / AWARD:

1. Government of Karnataka
Dept of Industries and commerce
State Export Promotion Advisory Board. "EXPORT AWARD" 1974-75
2. Detergent Plant
M/s Chemical Bombay have given 1st price for the year 1980-81
3. Geographical Indication GI-2005
4. ISO 9001-2000 in the year 1999
5. ISO 14001-2004 in the year 2000

2.5 FUTURE GROWTH AND PROSPECTUS:

1. Introduction of anti-bacteria, herbal transparent soap, made out of 33 essential oil based perfume, Aloe Vera, Vitamin-E etc as additive and suitable for all types of skin and all seasons.
2. Improvement in existing products Mysore Sandal classic improved moisturizers & skin conditions.
3. Introduction of sandalwood powder in 50gms, 100gms to meet the growing demand for religious purpose.

4. Introduction of new higher powered detergent powder for institutional sales in bulk packaging.
5. To attain market leadership.
6. Introduction of new trade schemes to increase sales.
7. Aggressive advertisement and publicity as part of sales promotion.
8. Reduction in distribution expenses.
9. Cost-reduction in all areas.
10. Instant decision making in certain procurement activities.
11. Timely introduction and implementation of market driven decisions.
12. Ensuring effective internal control.

2.6 ISO 9002 QUALITY POLICY:

KS&DL commits to "customer delight" through Total Quality Management & continues improvement by involvement of all its employees.

ISO 14001 ENVIRONMENTAL POLICIES OF KS&DL:

1. Is committed to preserve the natural environment in the production of its quality products to the satisfaction of its customer.
2. Will comply with all statutory & regulatory requirements pertaining to environment stipulated by both state & central authorities.
3. Would invite & implement action to reduce all impacts that are likely to be a source of concern to the environment.
4. Would strive & set an example in protection & promotion of an eco-friendly environment.
5. Is committed to prevent & minimize risks to the environment & conserve natural resources by waging a war against wastes.
6. Will motivate every employee of the company in preserving the environment by providing appropriate training.
7. Will make available a copy of environment policy, under environment Management system on a written request to its manager (Environment & Policy)

2.7 VISION AND MISSION:**VISION:**

- Keeping pace with globalization, global trends & the State's policy for using technology in every aspect of governance.
- Ensuring global presence of Mysore Sandal products while leveraging its unique strengths to take advantage of the current Tech scenario by intelligent & selective diversification.
- Secure all assistance & prime status from Government India all Tech alliances. Further, ensure Karnataka's pre-eminent status as a proponent & provider of Tech services to the world, nation, & private sectors.

MISSION:

- To serve the National economy.
- To attain self-reliance.
- To promote purity & quality products
- To maintain the Brand loyalty of its customers.
- To build upon the reputation of Mysore sandal soap based on pure sandal oil.

OBJECTIVES OF KSDL:

- To serve the National economy.
- To attain self-reliance.
- To promote purity & quality products
- To maintain the Brand loyalty of its customers.
- To build upon the reputation of Mysore sandal soap based on pure sandal oil.

2.8 ORGANISATION STRUCTURE

I. BASIS OF DEPARTMENTATION

KS&DL is a manufacturing concern of moderately large size. We can see here functions wise departmentation. It facilitates effective utilization of manpower and resources and it is a simple, economical and reasonable organization pattern.

II. LEVELS OF ORGANISATION

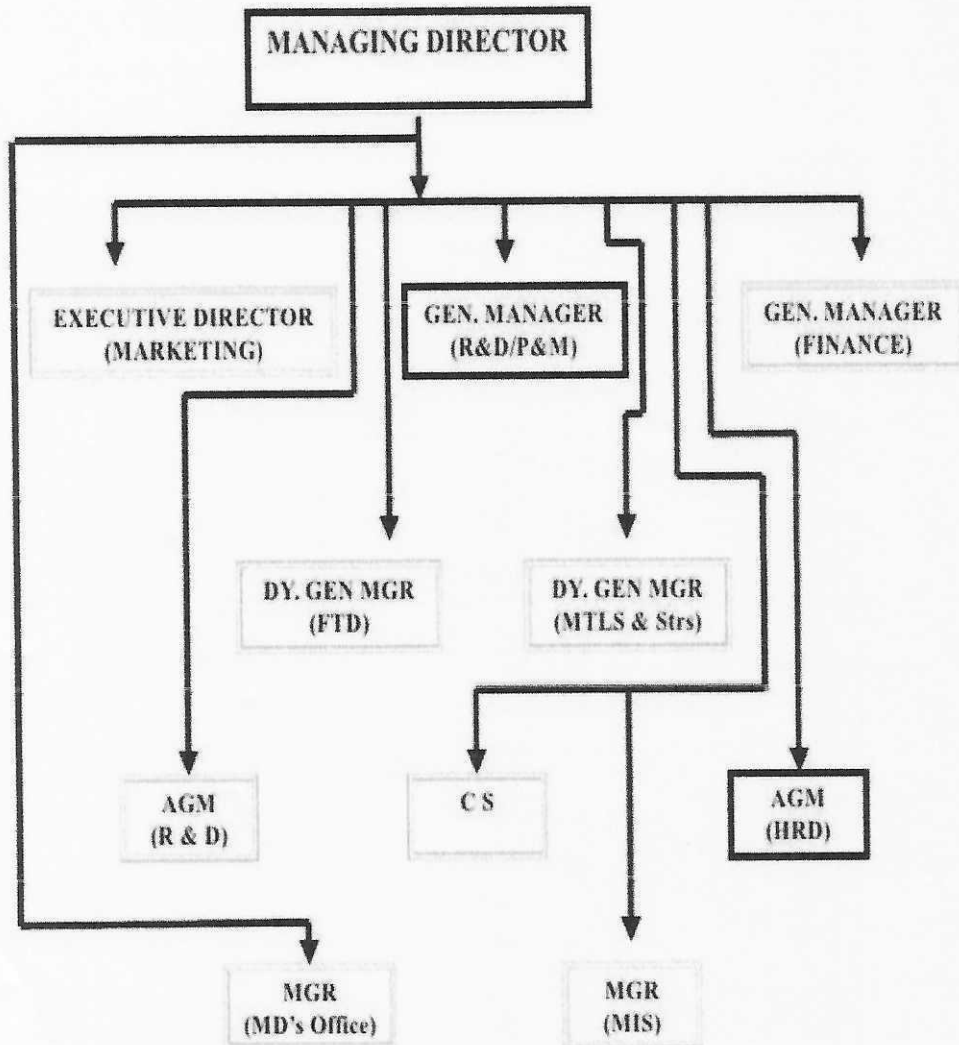
The organization of KS&DL consists of 4 levels, they are

- TOP LEVEL** consisting of BOD's and M.D
- SECOND LEVEL** consisting of Directors of Finance and Special officers
- THIRD LEVEL** consisting of senior managers, deputy managers and officers.
- FOURTH LEVEL** consisting of clerks, Assistants and Attendees.

III. ORGANIZATION CHART OF KS&DL

KS&DL is Functional type of organization. Under this type of organization men with special abilities in a specialized function are employed. The hierarchy is represented as follows

ORGANISATION CHART:



1	M.D	Managing Director
2	E.D	Executive Director
3	GEN. MGR (R&D/P&M)	General Manager (R & D / Prodn. & Maintenance)
4	GEN. MGR (F)	General Manager (Finance)
5	DY. GEN MGR (FTD)	Deputy General Manager (Foreign Trade)
6	DY. GEN MGR (MTLS & Strs)	Deputy General Manager (Materials & Stores)
7	AGM (R & D)	Assistant General Manager (R & D)
8	AGM (HRD)	Assistant General Manager (HRD)
9	MGR (MD's Office)	Manager (MD's Office)
10	MGR (MIS)	Manager (Management Information System)

FUNCTIONAL DEPARTMENTS OF KS&DL

1. Human Recourse Department. (HRD).
2. Production & Maintenance Department.(P & M)
3. Marketing Department. (MKTG)
4. Finance A/c & Audit Department.(Finance)
5. Material & Stores Department (MTLS & Strs).
6. Research & Development (R & D).
7. Foreign Trade (FTD).
8. Quality Control Department.
9. Welfare Department.

1. HUMAN RESOURCE DEPARTMENT:

Luther Gulick highlighted "POSDCORB" which stands for planning organizing, staffing, Directing, Coordinating, Reporting & Budgeting is the part of personnel management.

H R D performs lot of function in KSDL.

1. Recruitment
2. Implementing.
3. Training
4. Cordial relationship of Industry
5. Disciplinary matters
6. Performance appraisal
7. Employee safety etc

2. PRODUCTION DEPARTMENT:

KSDL has 3 main production plants:

- i. Fatty Acid Plant
- ii. Soap Plant
- iii. Detergent Plant

Fatty Acid Plant:

The basic raw materials, Oil & fats undergo the splitting & refining process including hydrogenation at the fatty acid plant. It is also obtained & used for soap making. The plant has a capacity to process 10,000mt of oils 1 fat.

Soap Plant:

The soap plant is one of the largest production plants in the country with an installed capacity of 26,000 tons per annum.

KSDL's soap plant has its uniqueness that it has the capacity to process as many as ten different varieties of soap simultaneously. The sophisticated plant from Italy has a wholly integrated straight line facility that links up process sequence for higher productivity.

It is a stream line flow through right from raw material preparation to wrapping stage the line collation with the built in facility for continuous fat bleaching & saponification. The finishing touches are given by high tech universal wrapping machine. This high speed auto wrapper has the capability to handle soaps of virtually all size & shape.

Detergent Plant:

It has installed capacity of 10,000 tons per annum. To produce spray dried, powder & a syntax plant for detergent cakes & bars. It produces industrial detergent which is used in the formulation of wet table pesticide powders for crop protection.

3. MARKETING DEPARTMENT:

The company main products are soaps & detergents which are sold in different parts of India. There are depots at various places of the country which are controlled by seven branches. The role of each branch is to ensure that sales activities coming under their control.

ORG: Operational Research Group report main source of marketing research private agency which study the competitors consumer demand, market etc that generates the report.

Branch**Depots**

1. Bangalore	Hubli, Raichur
2. Chennai	Chennai, Salem, Madurai, Cochin
3. Hyderabad	Hyderabad, Vijayawade, Ananchapur
4. Mumbai	Bhiwandi, Ahmedabad, Pune
5. Calcutta	Cuttack, Patna, Gauhati
6. Delhi	Delhi, Jaipur, Jullundur

Channel of Distribution:

KSDL manufactures their products i.e. soaps & detergents. after this sent to various distribution points through agents. The stockiest sells to various retailers hence it reaches to the consumers.

Manufacture (KSDL)
Agents
Stockiest (Wholesalers)
Retailer
Consumers

As the company markets their products, it ensures that there is proper description of their product & its distinct features. so that the consumer can be position to understand its components.

Exports:

KSDL export their products to different parts of world they are:

Australia	Italy	Sri lanka
Berlin	Kenya	USA
Canada	Malaysia	Japan
Czechoslovakia	Saudi Arabia	UK
France	Singapore	Taiwan
Germany	Africa	Holland

Functions of Marketing Department:

1. Marketing Mix : it is the policy adopted by the manufactures to get success in the field of marketing
2. Product Policy: It includes both the turns of development & improvement produced and existing products. This all totally done by KSDL both marketing & R & D department.
3. Distribution Policy: The manufactured product of KSDL is supplier to the factory depots. There are various depot in various states & stored there.
4. Sales & Promotion: The drawback is poor advertising & sales promotion.
5. Packing: Uses different materials for different products, card board boxes synthetic covers.
6. Market Share: The KSDL production strategy is more expensive when compared to other product. At present co, holding market share of 18% in south India & 8% throughout India basis for premium soaps.

4. FINANCE, ACCOUNTS, AUDITING DEPARTMENTS**FINANCE:**

It is the life blood of every organization. It is concerned with managerial decision making. This department is concerned with proper utilization of cash. It identifies the source of finance where to borrow i.e. ICICI, IRBI, IDBI, Corporation bank etc.

It has abundant of function which can be enumerated as follows:

- Effective funds management which is inverted in beneficial projects.
- Decision making regarding fixing of cash account.
- Obtaining trade credit.
- Profit Maximization.
- Wealth Maximization.
- Preparation of cash budgets.
- Systematic approach to working capital management.

AUDIT DEPARTMENT:

KSDL audit wing is headed by internal auditor. Auditing is vital for the company as it facilitates verifying of all the books of a/c by trial balance, it also comply with requirements for central excise & income tax purposes.

After the Auditor's monitor everything they give report which is helpful to the company.

COSTING:

When a company does costing it ensures proper fixation of selling price of the product, cost control it also help in taking decision.

KSDL use process costing as the production mechanism is systematic it involves addition of a lot of ingredient in the manufacturing.

5. MATERIAL DEPARTMENT:

Materials are obtained at right time, right quality at right place from right source & at right cost which leads smooth flow of production.

- It has been divided into 5 sections:
- Oil & fats section
- Perfumery & aromatically section
- Packing materials section
- Chemical section
- Miscellaneous & Engineering stores section

Objectives:

- Maintaining continuity of flow of materials
- Effective control of inventories
- Coordination
- Growth of the organization
- Maintaining ethical organization

6. RESEARCH DEVELOPMENT & QUALITY CONTROL :

KSDL its full fledged quality control & R&D single mindedly pursue quality enhancement. Both departments are headed by highly qualified professionals, committed to developing products that keep pace with customers changing needs & perceptive.

When doing Research they have a target which they get benefits & it enables the company to forecast the future.

Aim:

1. Product process development.
2. Product process improvement.
3. Cost reduction
4. Alternative raw materials
5. Slow moving & non moving inventory reduction
6. Technical advice to the management.

Quality plays a very important role in KSDL majority of the products are consumer goods. So it must satisfy the consumer expectation.

- i. KSDL as 2QC division
- ii. Raw material QC division
- iii. Production QC division

Objective:

1. To maintain customer satisfaction at optimum level.
2. To retain perfumery content throughout it uses.
3. To maintain standard weight, size & finishing.
4. To improve the existing production
5. To adopt new methods of product development
6. To provide technical support for marketing department
7. To make improvement in the process of production
8. To administer & maintain technical library

7. STORES DEPARTMENT:

KS&DL has well- managed stores department for each of the three divisions viz, soaps, detergent & fatty acid division in the factory, there are separate miscellaneous stores department for raw material, finished goods and tools.

Objectives;

- Assuring the availability of raw material at right quantity.
- Maintenance of adequate, but not excessive storage of materials at all time.
- Maintenance of economical and uninterrupted flow of production activities and finally to ensure minimum blockage.
- Achieving maximum efficiency in production and sales with least investment in inventory.

Types of stores:

- Perfumery stores
- Chemical stores.
- Packing material stores.
- Oil & Fats Stores.
- Finished goods stores.

In KSDL there are about 8 stores namely:

1. Packing Materials
2. Engineering Goods
3. Perfumery Stores
4. Oil & Fats Stores
5. Detergent finished goods stores
6. Fuel & Serviceable stores

These stores play a great role in maintaining of required stock. It also facilitates maintenance of suitable store organization structure. It monitors the procedures of the receipt. Materials are issued on the basis of FIFO.

8. WELFARE DEPARTMENT:

The KSDL welfare department can be classified into 3 sections namely,

- a) Statutory
 - b) voluntary
 - c) Mutual
- a) **Statutory :**
KSDL welfare association is based on employees contributions, interest carved.
- Canteen facility
 - First aid
 - Provident Fund
- b) **Voluntary benefit :**
- workers education class conducted by the central board
 - Inspection of fittings
 - Dust nuisance
 - Toxic gas nuisance
- c) **Mutual :**
- Employees get 2 pair of uniform & a pair of shoes for every year.
 - Cultural Recreations, Leave facilities.
 - Employees Co-operative society which give loan on credit
 - Employees house building society

9. MAINTENANCE DEPARTMENT:

Effective maintenance is the goal of the company. The areas of maintenance are:

- Mechanical Maintenance
- Electrical Maintenance
- Civil Maintenance

Proper maintenance results to:

- Reduction of overload
- Cost Reduction
- Greater Safety of equipment & workers
- Delivery schedule is maintained.

This department contributes also working progress of the company

SWOT ANALYSIS:

STRENGTHS

- The factory is located in the heart of the city & has all infrastructure facilities,
- It is fully owned by Govt. of Karnataka so in times of financial crisis it can easily get the financial support from government.
- A very little competition for its major products sandal soap.
- An ISO 9002 certified company has its own brand image.
- An ISO 14001 company, which commits to reserve the natural environment in the production of its quality products to the satisfaction of its customers.
- Diversified product range keeps the company stable.
- Abundant availability of raw materials at present

WEAKNESS

- Excessive labor force has increased the operating cost.
- Low turn over .
- Defective marketing strategy .
- The technology used for production is old and needs up gradation.

- R&D is not effective in reducing the cost of production.
- The large proportion of the target area is upper middle class and upper class people, it has very few offers to lower middle class.
- Unskilled labor force is hampering the growth.

OPPORTUNITIES:

- The toilet soap and the detergents market are an ever expanding industry and a major company like KS& DL with its manufacturing expertise can grab the market if it reaches peak manufacturing capacity.
- The company has a great opportunity to expand its market share by increasing exports.
- At present it has Good raw material sources to enhance production.

THREATS:

- Competition from other global leaders like HUL.
- Government interference may reduce growth potential.
- As company depends on forests for its main raw materials make make the company to find chemical alternatives to sandalwood.
- Unskilled labor.

2.9 Competitor Analysis:

Product Competitors:



LUX:

Lux is a global brand developed by Unilever. The range of products includes beauty soaps, shower gels, bath additives, hair shampoos and conditioners. Lux started as “Sunlight Flakes” laundry soap in 1899. In 1924, it became the first mass market toilet soap in the world. It is noted as a brand that pioneered female celebrity endorsements.

As of 2005, Lux revenue is estimated at €1 billion, with market shares spread out to more than 100 countries across the globe. Today, Lux is the market leader in several countries including Pakistan, Brazil, India, Thailand and South Africa

Lux (soap) is now headquartered in Singapore.



LIFEBUOY:

Post a major positioning change in 2002 from “male victorious health” to “family health” in the bar soap market, Lifebuoy relaunched itself in March 2004 with improved product and new claim of ‘100% better germ protection*’, and since then has been trying to make strong its equity on germ protection through various communication and new product launches.

In February 2005, Lifebuoy has launched a new campaign adding a layer of social good in its communication with a tagline of “Have no Fear”. In November 2007 another new ad was launched comparing vs. beauty soaps in general.

SANTOOR

SANTOOR:

It comes up with regular renewal of its copies (one every year) communicating 'skin that looks younger than its age' proposition. It launched a new white variant in September 2007.

PEARS:



Pears transparent soap is a brand of soap first produced and sold in 1789 by Andrew Pears at a factory just off Oxford Street in London, England. It was the world's first mass-market transparent (actually translucent) soap. Under the stewardship of Thomas J. Barratt, A. & F. Pears initiated a number of innovations in sales and marketing. According to Unilever records, Pears Soap was the world's first registered brand and is therefore the world's oldest continuously existing brand.

Other main competitors are DETTOL, PEARS, REXONA.

Competitors:

HUL:



Hindustan Unilever Limited (HUL) is an Indian consumer goods company based in Mumbai, Maharashtra. It is owned by Anglo-Dutch company Unilever which owns a 67% controlling share in HUL. HUL's products include foods, beverages, cleaning agents and personal care products.

HUL was established in 1933 as Lever Brothers India Limited and, in 1956, became known as Hindustan Lever Limited, as a result of a merger between Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd. It is headquartered in Mumbai, India and employs over 16,500 workers, whilst also indirectly helping to facilitate the employment of over 65,000 people. The company was renamed in June 2007 as "Hindustan Unilever Limited".

Lever Brothers first commenced operations in India in the summer of 1888, when crates full of Sunlight soap bars, embossed with the words "Made in England by Lever Brothers" were shipped to the Kolkata harbor and it began an era of marketing branded Fast Moving Consumer Goods (FMCG).

Hindustan Unilever's distribution covers over 2 million retail outlets across India directly and its products are available in over 6.4 million outlets in the country. As per Nielsen market research data, two out of three Indians use HUL products.



WIPRO:

Wipro Consumer Care & Lighting

Wipro Consumer Care and Lighting (WCCLG), a business unit of Wipro Limited operates in the FMCG segment offering a wide range of consumable commodities. Established in 1945, the first product to be introduced by WCCLG was vegetable oil, later popularized under the brand name "Sunflower Vanaspati". It offers personal care products, such as Wipro Baby Soft and Wipro Safewash, toilet soaps like Santoor and Chandrika as well as international brands like Yardley.

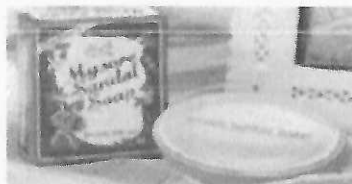
Through its customer-centric products and acquisitions, Wipro Consumer Care and Lighting has become a fast growing company in the FMCG segment.

2.10 PRODUCT PROFILE

KS&DL is the true inheritor of golden legacy of India. Continuing the tradition of excellence for over eight decades, using only the best East Indian grade Sandalwood oil & Sandalwood soaps in the world. The products produced at KS&DL are the Soaps, Detergents, Agarbathies and Sandalwood oil.

PRODUCT RANGE FROM THE HOUSE OF MYSORE SANDAL SOAP

- a. Mysore Sandal Soap (75gm, 125gm & 150gm)



- b. Mysore Sandal Special Soap (75gm)



- c. Mysore Sandal Baby Soap (75gm)



d. Three-In-One Gift Pack –(SJR) 3Tabs (150gm Each)



e. Mysore Sandal Gold Soap (125gm)



f. Mysore Rose Soap (100gm)



g. Six-In-One Gift Pack- 6Tabs (150gm Each)



h. Mysore Sandal Gold sixer 6 Tabs (125gm Each)

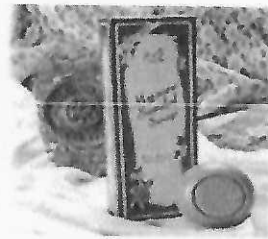


i. Mysore Sandal Soap Bath Tablet Trio 3nos. (150gm Each)



j. Mysore Sandal Classic Soap

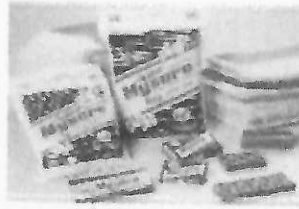
(75gm)



k. Mysore Sandal Herbal Care

(75gm)



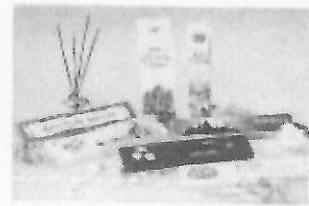
DETERGENTS:

KS&DL also manufactures high quality detergents applying the latest spray drying technology with well balanced formulation of active matters & other builders; they provide the ultimate washing powder.

- | | |
|----------------------------|-----------------|
| 1. Sansor Detergent Powder | (1kg/2kg) |
| 2. Mysore Detergent Powder | (1kg/500gms) |
| 3. Mysore Detergent bar | (250gms) |
| 4. Mysore Detergent Cake | (125gms/250gms) |

AGARBATHIS:

- | | |
|--------------------------|--------------------|
| 1. Mysore Sandal premium | 8. Mysore sandal |
| 2. Mysore Rose | 9. Nagachampa |
| 3. Suprabath | 10. Mysore Jasmine |
| 4. Parijata | 11. Bodhisattva |
| 5. Venkateshwar | 12. Durga |
| 6. Ayyappa | 13. Alif Laila |
| 7. Chandhana | |

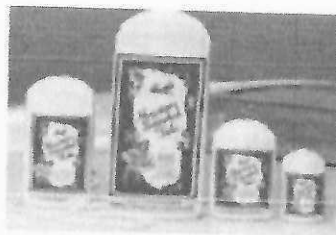


SANDALWOOD OIL:

In 5ml, 10ml,20ml, 100ml,500ml,2kg,5kg,20kg,and 25kg packing.

POWDERS:

1. Mysore Sandal Talk: Cooling & Healing, Fragrant freshness, Net. Wt 20gm, 60gm, 300gm and 1kg.
2. Mysore Sandal Baby Powder: Tender loving care for baby...& Mummy. Net wt 100-400gms.

**NEW PRODUCTS LAUNCHED:**

1. Wave Turmeric Soap.
2. Wave Hand Wash Liquid Soap.
3. Herbal Care Liquid Soap.
4. Agarbathies - Mysore Sandal 3 - in - 1.

- Marketing has achieved social importance because it is entrusted with the task of creation & delivery of standard of living of society.
- Marketing facilitates the development of business & creates employment opportunities for people.
- Marketing studies continuously consumer demand which is varied and dynamic.
- Marketing removes the imbalances of supply by transferring the surplus to deficit areas, through better transfer facilities.
- Marketing include all activities in the creation of utilities from places time and possession.

Consumer Behaviour:

Consumer behaviour is defined as all psychological social and physical behaviour of potential customers as they become aware of evaluate, purchase, consumer and tell other about products and services each element of this definition is important.

- Buyer behaviour involves both individual (psychological) processes & group (social) process.
- Consumer behavior is reflected from awareness right through post purchases.
- Consumer behavior includes communication purchasing and consumption behavior.

Importance of consumer behaviour:

- The importance of studying consumer behavior is routed deeply in the modern concept through studying the consumer behavior business can help consumer solve their consumption problems by understanding them and trying to analysis the buying process and factors influencing it.
- The Emerging buyer movement necessitates market to understanding buyer behavior, their needs aspirations. Expectations and problems it will be useful in exploiting market opportunities and meeting challenges of the markets.
- The marketing is consumer oriented consumer is the king of the market the marketers must try to offer the product favored by the customer at the price he is to pay through the