

Business Economics

DETTOL SANITIZER

Aarushi Deepak Shinde

Roll No : 36

2021



TABLE OF CONTENTS

01 INTRODUCTION

02 BACKGROUND
OF PRODUCT

03 PRODUCT
ANAYLSIS

04 SWOT
ANALYSIS

05 DEMAND
ANALYSIS

06 SUPPLY
ANALYSIS

07 MARKET
ANAYLSIS

08 PRICE
ELASTICTY

09 INCOME
ELASTICTY

10 CONCLUSION

11 REFERENCES

DETTOL SANITIZER

INTRODUCTION

Dettol is one of the top brands of Reckitt Benckiser. It is recognized as a household name and is the first product to be considered when an antiseptic liquid is required. In fact, a few years ago, for all antiseptic lotions, Dettol had become a common brand name. It is one of the most trusted antiseptic liquids. Dettol is widely spread over continents like Africa, Europe, Asia, South America and Australia.



PURPOSE/OBJECTIVE

We didn't want our fight against germs to end at disinfecting medical supplies and treating cuts and wounds. Hands, surfaces and clothes are also breeding grounds for bacteria & viruses that can make people sick. We strive to continue to protect against germs each and every moment.

In a country where more than 120 Thousand children under the age of 5 die every year from diarrhoea, 53% of the population does not have access to toilets. 'Dettol Banega Swachh India' is an ambitious five-year hygiene and sanitation initiative for the country.

DETTOL SANITIZER

BACKGROUND OF THE PRODUCT

Born in 1933, it was invented for doctors and first needed when millions of mothers and babies were dying from sepsis following childbirth. We educated healthcare professionals and armed them with Dettol to disinfect medical supplies before delivering babies – thus eliminating patient's exposure to bacteria and viruses.

Over 2 years later, the incidence of puerperal sepsis fell by 50%. Dettol was brought to people around the world in the form of Antiseptic liquid. (1935-1939).

In 1958, we launched our products into UK grocery stores. In 1979, Dettol began to further expand its technology to help protect more people and more places around the world in really powerful ways.

As Dettol continued to grow and deliver its promise for protection, it became more loved by millions of people in over 124 countries.

We're proud to be partnered with many leading health organizations around the world, including Allergy UK, Transport for London, The Global Hygiene Council, National Day Nursery Association and many more.



DETTOL SANITIZER

PRODUCT ANALYSIS

TYPE

- The products of Dettol mainly focus on 100% germ free environment. The sanitizers comes under personal care category.
- Dettol is the first of it's kind in anti-bacterial segment.
- They have started manufacturing Dettol Disinfectant Sanitizer Spray bottle and side by side selling liquid bottles too.

FEATURES

- Dettol has become a household name due to the high quality of its products and ease of use.
- Dettol has been generally acknowledged and positioned as a 100% germ fighter with the core value of total protection and control for the entire family.

UTILITY

- Due to COVID19, carrying a sanitizer has become a necessity for people. The demand for sanitizers took a high margin. In simple words the want satisfying power of sanitizer was high.

PRICING

- Dettol has set different pricing for each type of sanitizer. As terms like quantity, quality should be considered for adding price tags to the products.
- The sanitizer spray bottles ranges from ₹150.00 - ₹318.00
- There are in total 6 of them
 1. Dettol Hand Sanitizer Hand Rub 500ml - ₹250 - ₹300
 2. Dettol Hand Sanitizer Hand Rub 5L
 3. Dettol Hand Sanitizer Original 50ml - ₹22.00
 4. Dettol Hand Sanitizer Original 60ml - ₹22.00
 5. Dettol Hand Sanitizer Original 500ml - ₹250.00
 6. Dettol Hand Sanitizer Original 2000ml - ₹200.00

FOR EDUCATIONAL PURPOSES ONLY.



DETTOL SANITIZER

SWOT ANALYSIS



- One of the oldest germ killers on the market - Dettol has been used since 1936 and is practically the oldest germ killer on the market.
- Expanding business - Dettol has a wide range of uses, including usage as an antiseptic after surgery. After being used for people, it was discovered that it could also be used for animals. In fact, it is now used for shampooing as well as healing minor scratches.
- Timely growth – Dettol made a wise decision when it expanded its brand name to other everyday products that are also widely consumed – such as soaps, liquids, hand wash, body wash, sanitizers and others.
- Brand equity — Before Savlon entered the antiseptic liquid market, Dettol had almost a monopoly, and the two brands were at odds ever since. Dettol, on the other hand, was able to acquire headway in the soap and hand wash market thanks to its brand equity.
- First mover advantage — As it was the first to enter the market, many loyalists still believe Dettol to be the original superior antiseptic.

- Penetration levels – Dettol has become comfortable and is not considering aggressive expansion because it is basically the market leader. With more penetration into rural areas,
- Dettol distribution can enhance. Even Dettol soaps and hand washes are mostly available in urban markets, and distribution has to be expanded in accordance with Dettol's brand equity. Despite good products, rural market penetration is restricted. Dettol's market share is stagnant due to increased competition from other similar products.



SWOT ANALYSIS



- Dettol shampoo - One of the varieties lacking from the Dettol product range is shampoo, which should be included in the portfolio.
- Dettol has to expand rapidly and in more regions in order to take control of the issue. It has the potential to become a generic brand if it expands its product line to include non-burning antiseptics and covers the whole market. This will make it harder for other products to penetrate. Side by side they can try to reach out to schools, hospitals, hotels and various platforms to increase the sales.

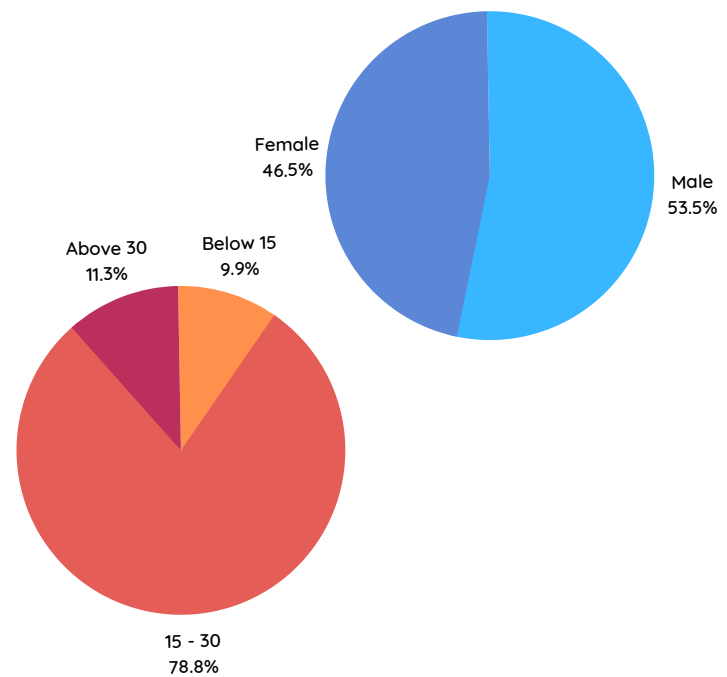
- People opting for ayurvedic & natural treatments can reduce business. Other emerging anti-bacterial companies may affect the market share of Dettol. Except for Savlon, none of the other competitors in the antiseptic market come close to Dettol. Savlon has made an outstanding move of uniqueness, which Dettol has found impossible to resist.



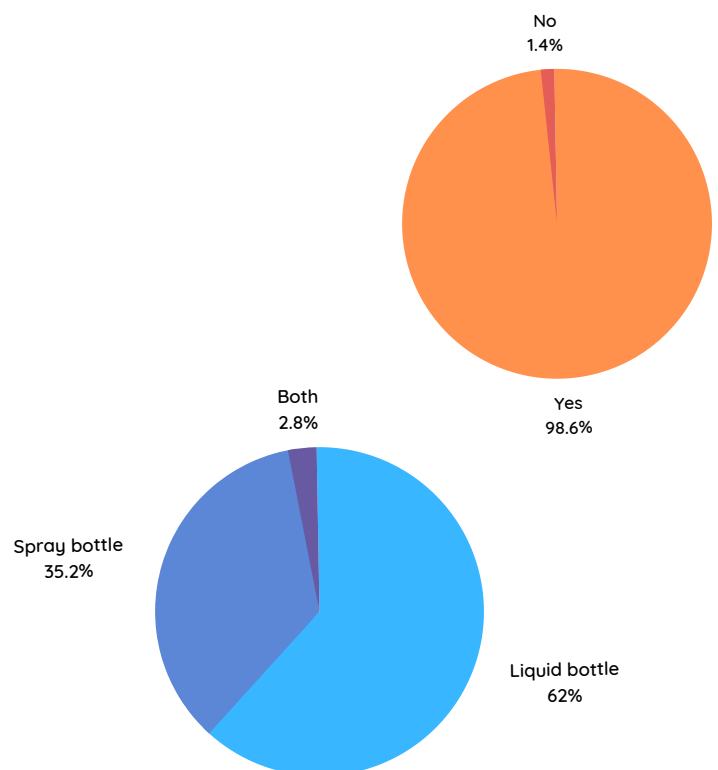
DEMAND ANALYSIS

This research was undertaken to find out the amount of people using Dettol sanitizers. To find out the usage of hand sanitizer, the brand preference and the money spent among the consumers. The sample population was from my surrounding areas as I had restricted the geographical area to avoid outliers. For this project the research data is collected from primary sources i.e. with the help of questionnaires.

For this survey the sample size covered was 71 people. Apart from them 46.5% are female and 53.5% are male. The age group had three categories, the sample had 9.9% of people below the age of 15. The maximum people in the sample population were from the age group of 15-30 they hold 78.9%. The rest of them belonged to the age above 30 with a percentage of 11.3.



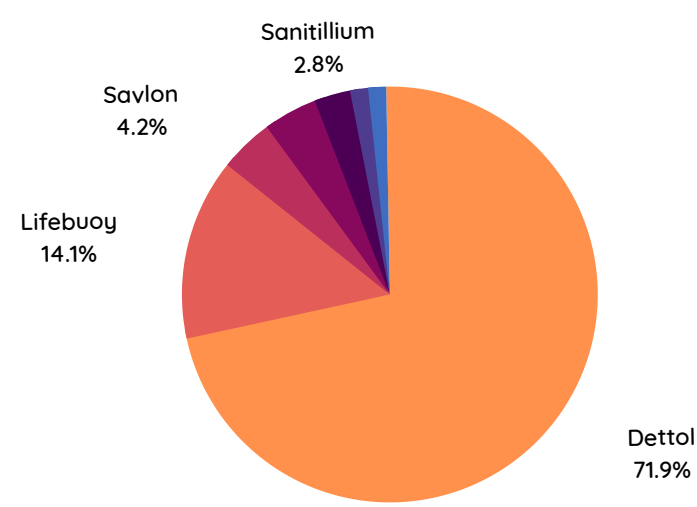
According to the results there was a full response to yes, to the question do they use sanitizer. This was the only question in which the answer was biased by all the people from the sample. Considering the recent situation of the world pandemic of COVID19, the respondents agreed on using the sanitizer because it has been necessary to maintain self-hygiene. The next question in my questionnaire was regarding the type of sanitizer they used and two of the people among 71 used both the spray and the liquid bottle of the sanitizer. Most of them use liquid bottles (62%) and the rest i.e. 35.2% use spray bottles.



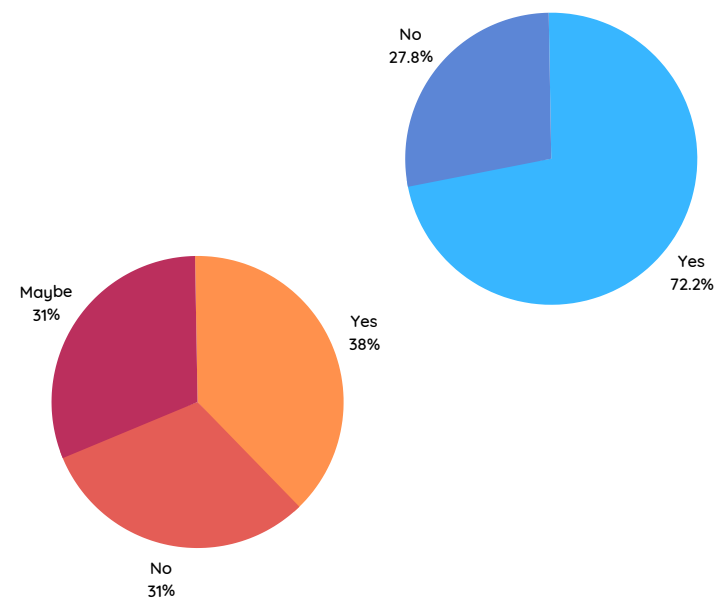
DEMAND ANALYSIS

1

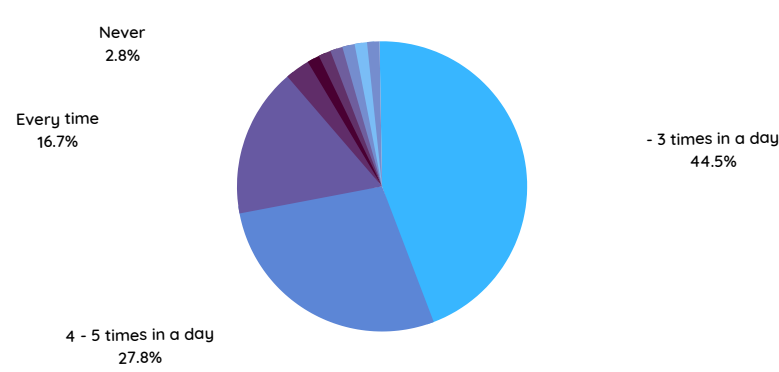
The random sampling was conducted to see if the sample uses Dettol sanitizer and looking at the response from them 71.8% of them prefer Dettol sanitizer i.e. 51 people all together use Dettol sanitizer. The next brand which gives a competition to our brand is Lifebuoy – 14.1% i.e. 10 people prefer lifebuoy. There are various brands of Himalaya (4.2% - 3 people), Savlon (4.2% - 3 people), Sanitillium (2.8% - 2 people), Sterillium (1.4% - 1 person), Buzil Rossari (1.4% - 1 person). Analysing the response clearly says Dettol is the trustable and most preferred brand among all the others brands mentioned above.



Among 71 people only 51 of them carry a sanitizer every time they go out i.e. 72.2% and the rest 27.8% don't carry a sanitizer i.e. 20 people. The next question directly focuses on the current pandemic and looking at the results 27 people agree to carrying sanitizer even though it wasn't for COVID19. But, the respondents responded no too. 31% of people responded No and the same goes for 31% of may be which says they aren't sure about the same.



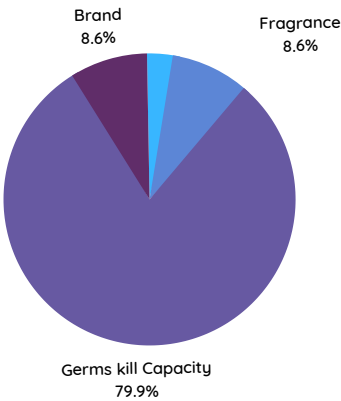
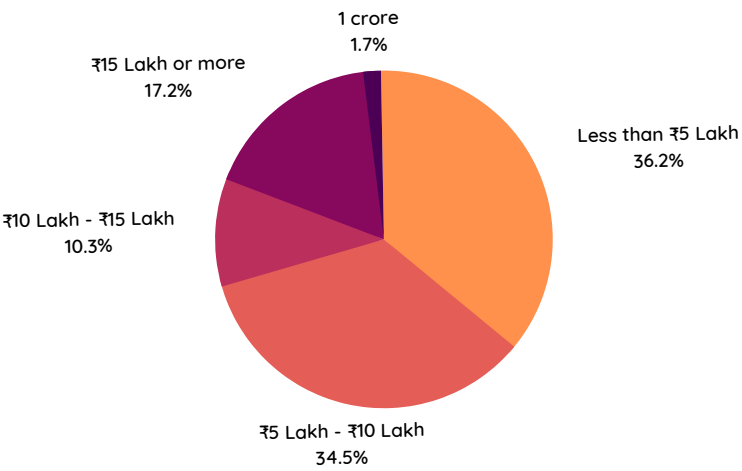
Now observing the usage of sanitizer on a daily basis 45.1% (32 people) sanitize their hands twice or thrice in a day, 28.2% (20 people) sanitize their hands 4 to 5 times in a day. Not ignoring the fact that people also only prefer to sanitize their hands when they are not home or there's no availability of soap and water.



DEMAND ANALYSIS

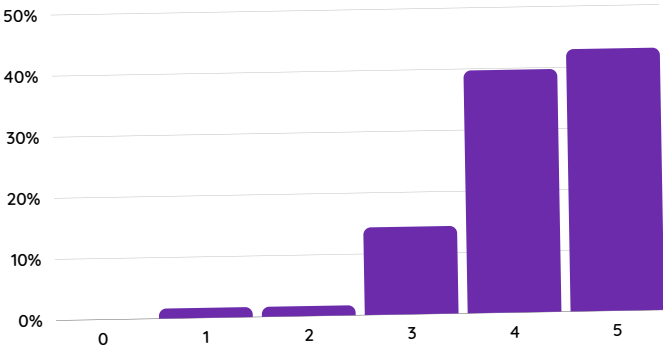


In the sample population, more than half of the people i.e. 66.2% purchase their sanitizers between the price range of ₹50 - ₹150 which people don't mind spending much money on. For the price range below ₹50 there were 11 people (i.e. 15.5%) who agreed to spend on the sanitizers. Also, people can spend more than ₹200 to buy a sanitizer. Talking about the annual household income background of the sample population the large amount of people belongs to the bracket less than ₹5 Lakh, moving on to the next category where the bracket is between ₹5 Lakh - ₹10 Lakh we had 34.5% from this population then 17.2% belong to ₹15 Lakh or more.



The most preferred attribute of a hand sanitizer among these people is germs killing capacity of the sanitizer 56 of the people (78.9%) have responded to the google form with the same answer. Only two of them responded for the price which concludes people don't mind the amount they spend.

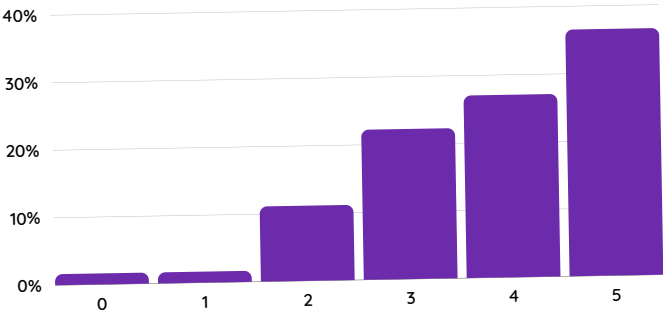
Next question was specific to the people using Dettol sanitizer. It was to rate their experience from 0 to 5 regarding the quality of the product, where 0 being worst and 5 being excellent. 82.6% of the people have rated the quality of the product above 3 (i.e. 4 and 5), 14.3% have rated 3 and 3.2% of people have rated the quality of the product to be below 3 (i.e.1 and 2).



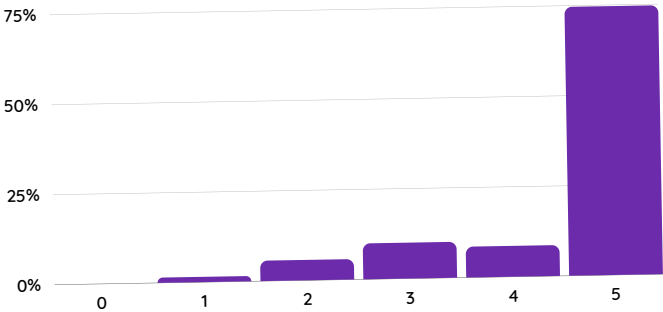
DEMAND ANALYSIS



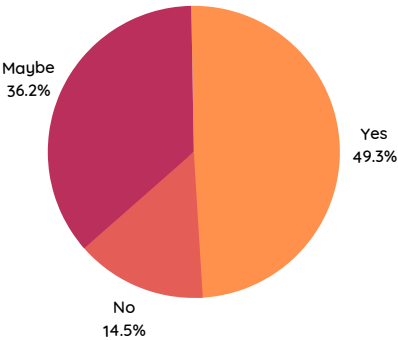
Fragrance of the product was rated 5 by maximum number of people i.e. 36.5% of the sample population, next was 4 with 27% closely followed by 3 with 22.2% and 14.3% of people have voted fragrance to be below 3.



Next was to find out how important it is for people to carry a sanitizer. Here respondents were asked to rate between 0 to 5 where 0 is not at all important and 5 is very important. Out of 71 responses 53 (i.e. 74.6%) rated 5, basically these people feel it is very important to carry a sanitizer, 6 people rated 4 saying it is important. 7 people rated this question 3 saying they won't mind carrying one, but there are 5 people who feel it isn't important to carry a sanitizer.



Last but not the least the nest question was to check how price sensitive people are when it comes to Dettol sanitizer. So my question was if the price of Dettol sanitizer doubles will you opt for a different brand? And 49.3% people said yes they will opt for some different brand, 36.2% responded maybe and 14.5% people will still buy Dettol sanitizer.



DEMAND ANALYSIS

On the basis of the above data, the sample size of the population gives us following output and these are the calculations carried out for demand in INR.

The response to the following question - "if price doubles will you opt for a different brand?" was Yes (34 people = 49.3%), No (10 people = 14.5%) and Maybe (25 people = 36.2%).

Average price spend of one hand sanitizer = 115.85

The mode for the same is 100, which concludes that people in the random sample belong to the group of Rs.50 - Rs.100.

Assuming the probability as 0.5 for the responses related to maybe option.

$$\begin{aligned}\text{So the New quantity demanded is calculated as } (Q1) &= 34 + (0.5 \times 25) \\ &= 46.5 \\ &= 47 \text{ approx.}\end{aligned}$$

The total quantity demanded (Q2) = 69

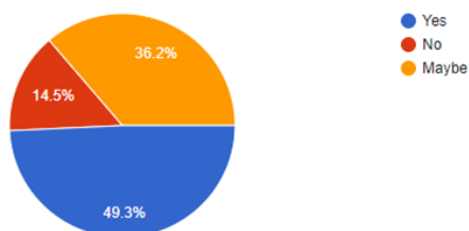
$$\begin{aligned}\text{Calculating the change in quantity demanded} &= Q2 - Q1 \\ &= 69 - 46.5 \\ &= 22.5\end{aligned}$$

$$\text{Calculating Quantity Demanded} = \frac{22.5}{69}$$

$$DD = 0.3261$$

Therefore, the average price of a hand sanitizer is calculated 115.85 and the quantity demanded by the sample size of 71 people is 0.3261.

If the price of Dettol sanitizer doubles will you opt for a different brand?
69 responses



DETTOL SANITIZER

MARKET ANALYSIS



With the Coronavirus epidemic, individuals all around the world have been fighting hard to raise awareness about the importance of hand cleanliness. This was notably beneficial for soap and sanitizer manufacturers such as Dettol and others. There was a time when people weren't able to buy sanitizers. The demand for hand sanitizers was higher compared to any normal day. The market was facing scarcity of all hygienic products.

As a consequence of the considerable pantry loading that occurred in the comparable period, Dettol revenues were constant every year and the total demand remained considerably greater than that experienced before COVID. Revenue growth in India has been significant, with the underlying demand being more than compensated by expanding important sectors such as disinfectant spraying and washing sanitizers.

Reckitt witnessed "exceptional demand" levels in March and April as the coronavirus forced people to buy more health and hygiene goods online. Furthermore, the COVID-19 epidemic has increased the demand for sanitizers like never before across a wide range of end-user sectors during the projected period.

In 2020, the Finance Ministry said that sanitizers are disinfectants like soaps, anti - bacterial liquids, Dettol among others, which attract 18% duty under GST regime. Also, said various chemicals, packing materials and input services, among others, used for manufacturing hand sanitizers also attract a GST rate of 18%.

DETTOL SANITIZER

SUPPLY ANALYSIS

There are various brands in the market except for Dettol, Dettol being the most ancient and trustable brand people do prefer its products. But as we know they need to expand their sales in the rural areas so that a wider territory is occupied.

Due to COVID19, people were in urgent need of sanitizers, which led to an increase in the quantity supplied by the retailers. Customers of Dettol are of all ages, and they are segmented based on gender and income. It is a genuinely mass-marketed product since everyone needs antiseptic and because of its market presence and performance for decades.

Number of sellers in market:

- Online websites, such as Amazon, Netmeds, etc.
- Medicals (in their respective surrounding).
- Malls.
- Supermarkets.
- Ration shops in the locality.



Now a days the sanitizers are very feasible in the market. There's a lot of competition because variety of options are available for hand sanitizers.

Here are few substitute goods available in the market for hand sanitizer. There are various brands available in the market which gives a tough competition to Dettol. All these brands have a separate base and have expanded their market.

- Lifebuoy
- Savlon
- Himalaya
- Sterillium



Talking about complementary goods there are no such products but we can consider hand wash as the primary complementary good. Now, there are varieties of options available in the market one can prefer only washing their hands with normal tap water.

FOR EDUCATIONAL PURPOSES ONLY.

PRICE ELASTICITY

The following are the calculations carried out for price elasticity demand:

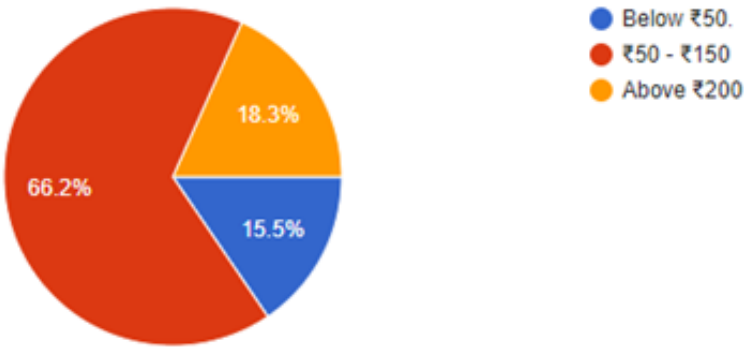
Calculations for quantity demanded	
(Q1) New Demand	46.5
(Q2) Total Demand	69
Change in quantity demanded	22.5
Quantity Demanded	0.3261

Calculations for Price Elasticity			
Price	Quantity Demanded	Change in Price	Change in Quantity Demanded
116	69		
232	47	100%	0.326

Responses	Count	Percentage
Number of people responded (Yes)	34	49.30%
Number of people responded (No)	10	14.50%
Number of people responded (Maybe)	25	36.20%
Total	69	100.00%

How much do you spend on buying sanitizer?

71 responses



INCOME ELASTICITY

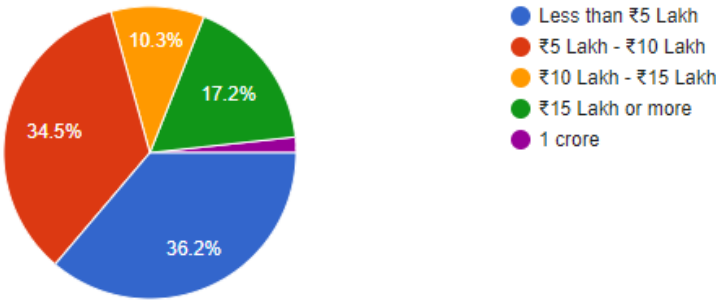


The following are the calculations carried out for Income elasticity demand:

Calculations for Income Elasticity	
	Average price
Less than Rs. 5 Lakh	121.4285714
Rs. 5 Lakh - Rs. 10 Lakh	115
Rs.10 Lakh - Rs. 15 Lakh	137.5
Rs. 15 Lakh or more	115
Total Average	115.8450704

What is your annual household income?

58 responses



Less than Rs. 5 Lakh	Rs. 5 Lakh - Rs. 10	Rs. 10 Lakh - Rs. 15 L	Rs. 15 Lakh or more
25	25	25	25
25	25	100	25
100	100	100	100
100	100	100	100
100	100	250	100
100	100	250	100
100	100		100
100	100		100
100	100		250
100	100		250
100	100		
100	100		
100	100		
100	100		
100	100		
100	100		
250	250		
250	250		
250	250		
250			

CONCLUSION

Concluding the project we get that Dettol hand sanitizer is the necessity product in human's life. As we all know personal hygiene and health should be persons first priority. Because it is quoted as "Health is Wealth.

The major points which is too be included over all the project is as follows:

- Dettol as a brand has been very successful in expanding their brands in European countries.
- All over India it is the most trustable brand, has 100+ retailers selling its products in their respective shops.
- According to the analysis carried out by survey using a set of questionnaires refers to the following:
- Most of the people use hand sanitizer now-a - days due to COVID19. The sample size of 71 people responded to preferring Dettol as their brand.
- The most preferred attribute of Dettol hand sanitizer is it's Germs killing capacity. The sample size knows the importance of carrying a hand sanitizer.
- The substitute goods for Dettol include various brands such as Lifebuoy, Savlon, Himalaya, etc which have expanded their market and are still into the progress of doing so.
- The average price calculated for purchasing a hand sanitizer is 115.38 ~ 116.
- The Quantity Demanded = 0.32261
- The Price Elasticity of Demand rounds it up to 0.33. As the question in my survey asked the response to the question "If price of the Dettol hand sanitizer increases by 100% will they opt for the different brand?"

REFERENCES

These are following sites i used for gathering information. The primary source of information was the survey conducted by me.

- <https://www.nature.com/articles/s41598-019-42386-5>
- <https://www.dettol.co.in/personal-hygiene/hand-sanitiser/dettol-hand-sanitiser-original-200-ml/?gclid=ds&gclid=ds>
- <https://www.bbc.com/news/business-51658361>
- <https://www.bloombergquint.com/business/how-indias-sanitiser-market-grew-after-coronavirus-outbreak>
- https://www.business-standard.com/article/companies/dettol-rides-hygiene-wave-to-expand-business-amid-covid-19-pandemic-120073100057_1.html
- <https://economictimes.indiatimes.com/topic/Dettol/news>
- <https://www.cleanlink.com/cleanlinkminute/details.aspx?id=27438>
- <https://www.dettol.co.in/>

THANKYOU

BE 100% SURE