



NIRMA LIMITED

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Vishwa Darshak Shah has successfully completed internship from 1st May'18 to 11th May'18 in the Soda Ash Production division at Nirma Ltd. Bhavnagar

AND in the Marketing Department for the research topic "MARKET SURVEY OF RETAILERS OF NIRMA ADVANCE DTERGENT POWDER" at Nirma Ltd. Ahmedabad.

During this period of training she was found to be punctual, hardworking & inquisitive.

We wish her every success in life.

For Nirma Limited

Authorised Signatory

NIRMA

Better Products. Better Value. Better Living.

INTERNSHIP REPORT

Conducted at:

Nirma Limited,
Nirma House, Ashram Road
Ahmedabad- 380009

Submitted by:

Vishwa Darshak Shah

Start Date of Internship: - 01.05.2018

End Date of Internship: - 11.05.2018

ACKNOWLEDGEMENT

The Project is a golden opportunity for learning and self-development. I consider myself very lucky and honoured to have so many wonderful people lead me through in completion of this project.

I am greatly thankful to Mr. Akhil Maheshwari, General Manager, Marketing Nirma Ltd., Ahmedabad for granting me the permission for taking training in the company.

THANK YOU

EXECUTIVE SUMMARY

This project is being made on FMCG manufacturing company. Internship report is made on research topic "MARKET SURVEY OF RETAILERS OF NIRMA ADVANCE DTERGENT POWDER"
The analysis is being done through primary data. Whether retailers are satisfied or not with the supply chain of the company is being found by filling the questionnaire.

I have covered the market area of Ahmedabad region for my marketing project. This report gives you the brief information about the manufactured products and company overview. The size of the population in Ahmedabad district and the sample size are 500.

The research work is being done on the "SALES OF NIRMA ADVANCE DETERGENT POWDER" is dependent on Price, Packet Size, Quality, & Retailers satisfaction.

DECLARATION

I hereby declare that the following documented Internship Report by me at Nirma Limited, Ahmedabad is an original and authentic work done.

I hereby certify that all endeavours put by me in the fulfilment of the task are genuine and original to the best of my knowledge.

PREFACE

Practical training plays an important role in development. Through such training one can easily grasp theoretical knowledge also. Practical knowledge is as important as the theoretical studies.

I have prepared this report on "NIRMA LIMITED" which helped me in understanding the business process related to Marketing & how it is been practiced.

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- Do you have a stock of Nirma advance powder?
- What is the present demand of Nirma advance powder?
- On which basis do customers buy Nirma Advance powder?
- Which company is the major competitor of Nirma?
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COMPANY OVERVIEW

NAME:	NIRMA LTD.
ADDRESS:	NIRMA HOUSE ASHRAM ROAD, AHMEDABAD
TYPE:	PRIVATE
INDUSTRY:	FMCG, INDUSTRIAL PRODUCTS & CEMENT
FOUNDED:	1969
HEADQUARTERS:	AHMEDABAD , INDIA
WEBSITE:	www.nirma.co.in
PHONE NO.:	079-27549100
REGISTRARS:	SHAREPRO SERVICES INDIA P LTD, SAMHITA COMPLEX, PLOT NO. 13 AB, SAKI NAKA ANDHERI [E] , MUMBAI-400072

● HISTORY OF COMPANY

In 1969, Dr. Karsanbhai Patel, a chemist at the GUJARAT Government's Department of Mining and Geology manufactured phosphate free Synthetic Detergent Powder, and started selling it locally. The new yellow powder was priced at Rs. 3.50 per kg, at a time when FILL's surf was priced at Rs. 15. Soon, there was a huge demand for Nirma in Ruppur (Gujarat), Patel's hometown. He started packing the formulation in a 10 x 10ft room in his house. Patel named the powder as Nirma, after his daughter Nirupama. Patel was able to sell about 15-20 packets a day on his way to the office on bicycle, some 15 km away. By 1985, Nirma washing powder had become one of the most popular, household detergents in many parts of the country. By 1999, Nirma was a major consumer brand — offering a range of detergents, soaps and personal care products. In keeping with its philosophy of providing quality products at the best possible prices, Nirma brought in the latest technology for its manufacturing facilities at six locations in India. Nirma's success in the highly competitive soap and detergent market was

attributed to its brand promotion efforts, which was complemented by its distribution, reach and market penetration. Nirma's network consisted of about 400 distributors and over 2 million retail outlets across the country. The huge network enabled Nirma to make its products available to the smallest village. In November, 2007, Nirma purchased the American raw materials company Searles Valley Minerals Inc. making it among Top-7 Soda Ash manufacturer in the world.

●MISSION, VISION & PHILOSOPHY

Nirma is a customer —focused company committed to consistently offer better quality products and services that maximize value to the customer.This customer-centric philosophy has been well emphasized at Nirma through:

- Continuously exploring & developing new products & processes.
- Laying emphasis on cost effectiveness.
- Maintaining effective quality management system.
- Complying with safety, environment & social obligations.
- Imparting training to all involved on a continuous basis.
- Teamwork and active participation all around.
- Demonstrating belongingness and exemplary behaviour towards organization, its goals & objectives.

Nirma is a phenomenon and synonymous with value for money. The brand transcends the specific dynamic of any particular product category, which is best captured in its above mission statement — a statement of sustained innovation, an unceasing effort to deliver better value to consumers, through better product quality.

Product Portfolio

1. CUSTOMER PRODUCTS

- **NIRMA BEAUTY SOAP: (BATH SOAP)**

With its market promise to offer "Better products, Better value, Better Living," Nirma introduced "NIRMA BEAUTY SOAP" in the year 1992. Available in three different variants and pack sizes, this soap has a TFM content of 70%. Due to its admirable perfume and a higher TFM content, this brand within a short span of five years, had achieved the status of the third largest selling toilet soap brand and still continues its outstanding performance.

VARIANTS	QUANTITY
NIRMA LIME FRESH SOAP	120 PC X 70 GM
NIRMA ROSE	120 PC X 70 GM
NIRMA SANDAL	90PC X 100 GM
NIRMA JASMINE	120 PC X 70 GM

- **DETERGENT:**

<u>VARIANTS</u>	<u>QUANTITY</u>
NIRMA YELLOW WASHING POWDER	500gm x60, 1kg x25pc, 2kg, x12pc
NIRMA YELLOW DETERGENT CAKE	80gm x 120pc, 130gm x 80pc
SUPER NIRMA BLUE WASHING POWDER	100gm X60pc, 500gm X32pc, 1 kg x16pc
SUPER NIRMA PINK	130gm x 80pc
<u>DETERGENT CAKES</u>	

NIRMA SUPER DETERGENT CAKE	100gm x 120pc, 200gm x 60pc
NIRMA ADVANCE WASHING POWDER	95gm x200pc, 190gm x 100pc, 500gm x 40pc,1kg x 20 c, 3kg x7pc
NIRMA PINK CAKE	50 x 200 c, 130gm x80 c

VARIANTS	QUANTITY
NIRMA SHUDH IODIZED SALT	1kg x50, 2kg x25

- **SCOURING PRODUCT**

VARIANTS	QUANTITY
NIRMA BARTAN BAR	48pc x 250 gm.

ADVANCE DETERGENT POWDER

PACKAGING SIZE	PICES PER BOX
100 GRAMS	200
200 GRAMS	100
500 GRAMS	40
1 KG	20
3 KG	7

Main Products.

NIRMA



11. INDUSTRIAL PRODUCTS:

LAB (Linear Alkyl Benzene), AOS (Alfa Olefin Sulfonate), Sulphuric acid, Glycerine, Soda Ash, Pure salt, Vacuum Evaporated Iodized Salt, SSP (Single Super Phosphate), Sodium Silicate.

MAJOR PLANTS:



DETERGENT
ALKYLS BENZENES

SOAPS
SODAASH

PACKAGING
EDDIBLE SALT



❖ **PERSONNEL DEPARTMENT:**

The management recognizes that the human capital of the company working at various locations and levels is an integral part of the success of the company. They have played the significant role and enabled the company to deliver the credible performance year after year. The employees and management of the company are committed towards maintaining of harmonious industrial relations. The company provides safe and secure work environment. It also has healthy and productive relation with its workforce. It conducts periodic communication exercises to keep its employees apprised of their performance. A human resource department is a critical component of employee wellbeing in any business, no matter how small. An HR responsibility includes payroll, benefits, hiring, firing, and keeping up to date with state and federal tax laws.

Process of hiring person in Nirma is like:

- Human resource planning: Forecasting of the company demand for human resource.
- Recruiting: Two sources i.e. internal sources promotion, transfer and for external sources Advertisement, consultant, various agencies, campus interview

- Selection: primary interview for selected applications then kinds of employment test for C) the particular i.e. intelligence test, aptitude test, personality test, interest test then personal interview, medical examiner.
- Induction: induction is the process of providing guidelines, rules and regulations or direction to the new employee so that employee works without any confusion.
- Training and Development: Nilma Ltd. Provides training with the objective of converting H.R. into its assets. Training is the act of increasing skill and knowledge of employee for doing particular job. It will be both formal and informal.
- Wages & salary: remuneration policy, the payment of remuneration to managing director and executive director is by way of salary, benefits, perquisites and allowances as approved by the board and the shareholders. Some employee benefits and services are, Residential accommodation, education, insurance, travelling, provident fund scheme, welfare, medical and sports facility.

INTERNAL CONTROL SYSTEM:

1. Proper recording and safeguarding of assets.
2. Maintenance of proper accounting records and reliability of financial information
3. Compliance with prevalent statutes, policies and procedures applicable to the company.
4. Transactions, being accurately recorded and cross verified.
5. Adherence to applicable accounting standards.

The company through its own corporate internal audit department carries out periodic audit at all locations and all functions and brings out any deviation to the internal control procedures. The summary of internal audit observations is submitted to Audit committee of the Board of Directors. The status of implementation of recommendations is reviewed by the committee on a regular basis and concerns, if any, are reported to the Board.

- Risk management
- Welfare and social security
- Environment and safety

FINANCE DEPARTMENT:

The department is of utmost importance as it is responsible for financial planning, thus ensuring that adequate funds are available for achieving the objectives of the organization.

The major functions of finance department are:

- Management of public funds.
- Framing of financial rules for guidance of departments.
- Supervision of accounts of provincial departments.

MARKETING DEPARTMENT:

Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. From societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing is the process of communicating the value of a product or service through positioning to customers. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customer, managing customer relationships in ways that also benefit the organization and its shareholders. Marketing is the science of choosing target

market throughmarket analysis and market segmentation, as well as understanding consumer buying behaviour and providing customer superior value.

● **ORGANIZATION STRUCTURE:**

SUPPLIER



MANUFACTURER



DISTRIBUTOR



STOCKIST



RETAILER



CONSUMER

PRICING POLICY:

Nirma a detergent and soap manufacturer of India provides a fine example for a price-led marketing strategy. Nirma entered the detergent market of India at a time when Hindustan Lever Limited (I-LILL), an FMCG giant, with its Surf, had established a near monopoly in the business. Nirma succeeded through its price-led strategy.

Nirma had built cost leadership from the beginning. It was this cost leadership built early on that enabled Nirma to follow the price-based strategy. Taking advantage of the concessions as an SSI unit and choosing the price-conscious segment as its market, Nirma Chemicals offered a low-price brand and promoted it aggressively. It relied on low-cost technology, processes & raw material.

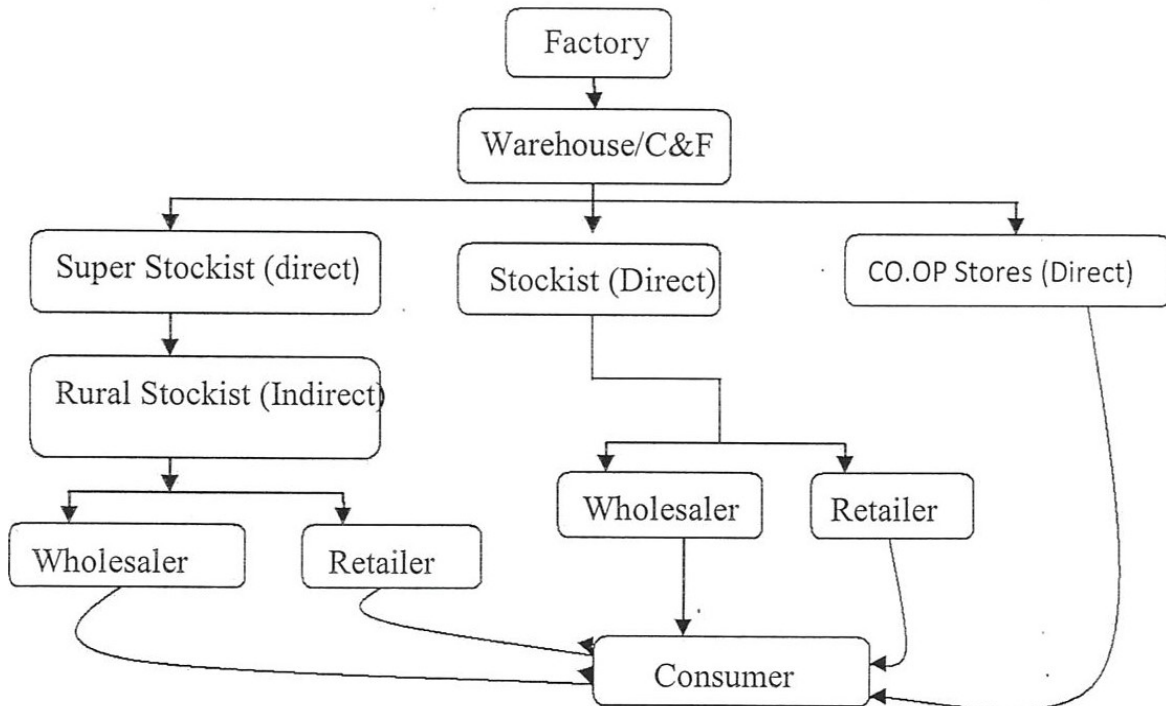
Nirma kept growing in both volume and market share. According to my analysis, on the "Nirma Advance Powder" the company adopted the same price policy but the market share as compared to other products of Nirma is low. It would try to gain the interest of the customers by providing low-price policy by providing attractive schemes.

As the market share of the competitors of Nirma (such as Tide, Wheel, Fena etc.) has a large market share, the price policy of the Nirma Advance Powder is not fully fledged. It succeeded because the customers are fully fix on their demand as this period of time.

ADVERTISEMENT:

- ◆ RADIO ADVERTISING
- ◆ TV ADVERTISING: Through add films promoting the sales of its product jingle used in advertisement are -WASHING POWDER NIRMA, WASHING POWDER NIRMA, DOODH SI SAFEDI.....
- ◆ NEWSPAPERS
- ◆ POP (point of purchase) Displays: Tag Line using Nirma Advance Powder is "SAFEDI KANAYA ANDAAZ, AND ADVANCE SAFAI KHUSHBU KE SAATH".
- ◆ WALL PAINTINGS
- ◆ CONTEXT IN MELAS'S

• **DISTRIBUTION CHANNEL:**



POSITION AND DESCRIPTION OF DUTIES

My position or responsibilities is assigned by Nirma as an "marketing survey and merchandising". A brief about my work is that I have to go to all retailers shop and explain them about my assigned product i.e. "Nirma advance washing powder".

My duties

- Explain my product to retailer in detail with proper quality and price mechanism
- Advertise my product with the help of banner or posters.
- Take the orders from retailers of my product.
- Record the quantity which is ordered by retailer.
- Make bills and supply the product or units to retailers which was ordered by them.
- My survey is all about feedback or some questionnaire regarding consumers through retailers that they like Nirma advance washing powder or not and it is comparatively good quality or price led product then competitors product. They like to buy the Nirma advance washing powder.

ORGANIZATIONAL/DEPARTMENTAL/BRANCH ANALYSIS

✓ SWOT ANALYSIS OF NIRMA LTD.

- **STRENGTHS OF NIRMA:**
- Strong brand equity. Nirma is a Rs. 17 billion umbrella brand offering consumers a broad portfolio of products at multiple price points in the detergents, soaps and personal care market.
- Long term and strong relationships with customers, as well as goodwill of the brand.
- Strong and wide distribution channel, marketing management.
- Nirma have now diversified, spreader in various sectors.

- Market leadership in detergent and fabric wash and toilet soap.
- Produce a range of industrial chemical products which primarily serve as raw material or intermediates
- Soaps and detergent business.
- Product ranges in consumer products, marketing management.
- Product ranges in industrial products, like LAB (Linear Alkyl Benzene), sodium silicate, sulphuric acid, glycerine, pure salt, AOS (Alfa olefin sulphate) .
- Education industry Nirma University with the following institutes: Nirma institute of law, Nilma institute of management and technology.

Internal deficiencies hindering the organization's efforts in achieving their targets:

✓ Conflicts:

Internal conflicts are personal to the person involved. This type of conflict within the person.it can surface when a person's values or morals are tested or otherwise compromised. Internal conflict can greatly impact the person's performance level.

Demographic factors:

It is based on sex, caste, education, behaviour etc.

The findings revealed that there was a partial relationship between demographic factors and organizational commitments. Also, there was no significant difference between male and female respondents' commitment to work. It was also found that married C) respondents were more committed to work than the single respondents. Also, the highly literate respondents were found to be more committed to work than the lowly literate respondents.

✓ The strength of employees:

The strength of employees is also an essential internal business factor. Check for employees are motivated, hard working or talented. They will produce better results compared to an unmotivated and less talented workforce. The process and relationship between and within the departments can also improve efficiency and effectiveness.

✓ Organizational and operational:

These are part of the operational and administrative procedures. This include disorganized or inaccurate record keeping, faulty systems are which you should evaluate.

Strategic risks:

These affect your firm's ability to reach the goals in the business plan. They could be due to the impacts of changes in the technological evolutions or customer demand. These factors could pose as threats as they can alter how customers perceive your product. Based on these, customers might think a product is overpriced, dull and outdated.

Innovation:

Your business needs innovation in order to keep up with the competitors. It is essential to get one step ahead. Innovation could come in the form of marketing. It could also be through promotional initiatives in the marketing plan, staff training, and welfare. Embracing new technology is the best way to keep up with technological advancements. A lack of innovation can pose a serious risk to a growing business. No innovation will cause a company to remain boring. The company will become dull, segment, and irrelevant.

Financial:

A financial risk depends on the financial structure of your business. It is also dependent on your business transactions and the financial systems. For example, changes in interest rates or being overly reliant on one customer could affect business.

EXTERNAL CIRCUMSTANCES / OPPORTUNITIES IN ACHIEVING THE TARGET

- o Export to developing/ neighbouring countries:

Through exports to developing / neighbouring countries NIRMA LTD. Enters in the international market by which company expands its market share. Exports improve the company's brand image by which company earns more profit.

- o Increase market segment by launching new products:

Company have to launch new product lines or premium products by which company covers large market. New segment like, shampoos, deodorants etc. It is necessary because to stand or to compete with other companies in the competitive market innovation is necessary.

- o Fast developing rural market:

Because the price of the NIRMA products is comparatively lower than other products Nirma covers rural market faster than other companies. Nirma products are already succeeding in rural market through which new product line of Nirma is easily covers the market of rural segment as compared to urban sector.

- o Acquisition for strengthening its distribution tie ups:

Through tie up Nirma expand its activities. It covers large market. Through tie up with other company, it increases the brand image, raise capital and launch in the new product line easily.

EXTERNAL CHALLENGES/ THREATS THAT AFFECT THE ORGANIZATIONAL PRODUCTIVITY:

- ✓ MNC'S coming to India particularly in toilet soaps industry.
- ✓ Emergence of small but strong regional players.
- ✓ With the grow in size, arise the challenges of organization and control,
- ✓ Broad attack for HUL & P & G (Tide)
- ✓ Growing income levels of INDIA can cause shift to premium segment washing powders.
- ✓ FDI in retail thereby allowing international brands
- ✓ Intense and increasing competition amongst other FMCG companies.

IDENTIFICATION OF MAIN PROBLEMS

- ✓ High interest burden.
- ✓ Unable to completely penetrate in premium segment by launching variants.
- ✓ Nirma has limited international presence as compared to other leading FMCG companies.
- ✓ Market share is limited due to presence of other strong FMCG companies.

RECOMMENDATIONS

After analysis of the demand of retailers for NIRMA ADVANCE POWDER:

● **Do you have a stock of NIRMA ADVANCE POWDER?**

PARTICULARS	DATA	PERCENTAGE
YES	100	12.34
NO	710	87.66

INTERPRETATION:

As shown in the table, according to analysis 12.34% will make stock of Nirma advance powder out of total stock i.e. 100%. And 87.66% will not make stock of Nirma.

So Nirma has to make good schemes for the distribution of the Nirma Advance Powder.

What is the present demand of NIRMA ADVANCE POWDER?

PARTICULARS	DATA	PERCENTAGE
High	60	8.45
Average	50	7.05
Low	600	84.5

INTERPRETATION:

As shown in the table, 8.45% retailers will demand more, 7.05% retailers will demand conditionally and 84.50% will not demand much. According to analysis, Nirma has some expenditure on advertisements; the problem is customers not aware so much about Nirma advance powder. So they buy competitor's product.

On which BASIS customer buy Nirma advance powder?

PARTICULAR	DATA	PERCENTAGE
QUALITY	170	22.58 23.94
BRAND AWARENESS	150	19.35 21.12
PRICE	370	56.45 52.11
ADVERTISEMENT	20	1.61 2.81

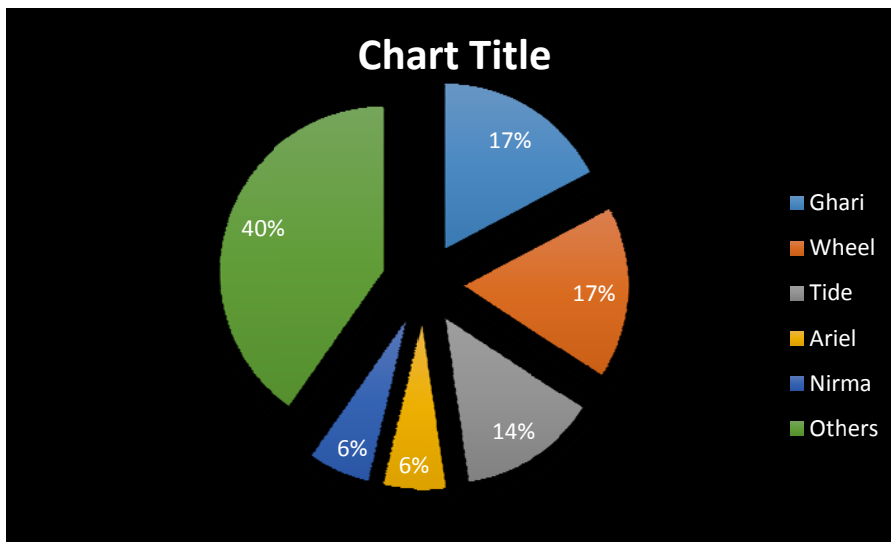
INTERPRETATION:

As shown in the table, according to analysis mostly customers buy Nirma advance powder on the basis of price i.e. 52.11% then brand awareness i.e.21.12% then quality i.e.23.94%, and then advertisement i.e.2.8170.

Mostly customer buys Nirma advance powder because its price is comparatively lower than other competitor's product. And it is an Indian product so customers trust more on Nirma. Nirma adopts its price-led policy. Because of its prices are comparatively lower than other products.

Which company is major competitor of Nirma advance powder?

DETERGENTS: MARKET SHARE



INTERPRETATION:

Market share of different products is for Ghari 17.30%, Wheel 16.90%, Tide 13.50%, Ariel 6%, Nirma 6% and others 40.30%. According to pie chart, the major competitors of Nirma are Ghari, wheel, tide and Ariel. Ghari, wheel, and tide cover the large market share. So Nirma have to compete with these brands. Nirma have to aware about its product to the customers. Due to in washing powder field customers resist changing the brand or product. So Nirma have to update its technology and advertise its product through the best media by which there brand directly impacts on the customers mind sets.

Some innovative aspects:

- o Company have to make some premium range product because all time its price led policy will not succeed.
- o Company have to make some consumer products like deodorants, cream soaps, shampoos, hair oil, talc, hair oil etc. by which company expanded its market share.
- o Company conducted some consumer awareness programmes by which consumer will more aware about their product. But all consumer awareness programmes will conduct in rushed areas by which expenditures are less and more consumers aware.
- o Company will provide some schemes for the real consumers who buy company's product for direct consumption. So company give some discounts, extra benefits by which consumers will attract more on company's product.
- o Company have to make improvement in RESEARCH AND DEVELOPMENT DEPARTMENT and HUMAN RESOURECE DEPARTMENT by which they make innovations of new product lines and analyse the market in a better manner.
Through improvisation in H.R. Department Company found loopholes regarding products or activities by which company take immediate actions to solve the issues.
- o Offer better commission to the sellers for selling the product.

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Books referred:

Philip kotler, Marketing Management Edition,

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- <https://en.wikipedia.org/wiki/Nirma>
- www.slideshare.net
- www.mbaskool.com

ANNEXURE

QUESTIONNAIRE

(FOR RETAILERS)

NAME: _____

ADDRESS: _____

CONTACT NO: _____

1. Do you have a stock of Nirma advance detergent powder?
 - a) Yes
 - b) No
2. Why you not have a stock of Nirma advance powder?
 - a) Less demand
 - b) profit margin is low
 - c) High price
 - d) no consumer awareness
3. What is the present demand of Nirma Advance Powder?
 - a) High
 - b) average
 - c) Low
4. On which basis customer buy Nirma advance powder?
 - a) Quality
 - b) Brand awareness
 - c) Price
 - d) Advertisement
5. Are you satisfied with the profit margin of Nirma advance powder?
 - a) Yes
 - b) No
6. According to your opinion, which company is major competitor of Nirma advance powder?
 - a) Tide
 - b) Rin
 - c) Wheel
 - d) Fena

7. Which company provide maximum profit margin?
- a) Tide
 - b) Rin
 - c) Wheel
 - d) Fena
8. Do you get the goods?
- a) Yes
 - b) No
9. Which problem do you face when you sale Nirma advance powder?
- a) Replacement
 - b) Packing
 - c) Scheme
 - d) Advertisement
10. Are you satisfied with the dealer as per supply of product?
- a) Strongly satisfied
 - b) Satisfied
 - c) Dissatisfied
 - d) Strongly dissatisfied
11. What is the type of economic class of your consumer?
- a) Rich
 - b) High middle
 - c) Middle
 - d) Low
 - e) All