

Dabur Harvard Case Solution & Analysis



TheCaseSolutions.com

Dabur India Ltd.

Conclusion

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Dabur

Conclusion

Introduction

Founded in 1884, by Dr. SK Burman.

Ceo : Mr. Sunil Duggal

One of India's leading FMCG companies.

Revenue generation over Rs. 5000 crores.

Building on a legacy of Quality & Experience of over 127 years.

World leader in ayurveda with a port folio of over 250 ayurvedic/herbal products.

Key consumer products in Hair care , oral care, health care, skin care, home care & foods.

Dabur Strong Product Tree

“For a Beautiful You”

Hair Care **Oral Care** **Skin Care**

“Health redefined”

Supplements **Digestives** **OTC - Health Care**

OxyLife Facial **Fem Queen's Pearl Facial** **Fem Gold Facial** **Fem Body Bleach**

Dabur India Ltd has a portfolio of superior products that help take care of your home. The range of Home Care products have been carefully developed to ensure that your living space not only looks good, but also smells good, all day long. And more importantly, they help keep your family healthy.

Odonil keeps your home fresh and smelling great. Odomos protects your family from diseases causing microorganisms with Odorless. Odonil keeps your dishes clean and smelling fresh. Sanifresh keeps your toilet sparkling clean and free from germs. With our latest innovation, Sanifresh is a mirror like shine to your Toors, kitchen and glass surfaces, while keeping them germ free.

For detailed information on individual products, click on the images below.

Sanifresh **adonil** **odonil** **odomos** **odomos** **odomos** **odomos**

Real

activ

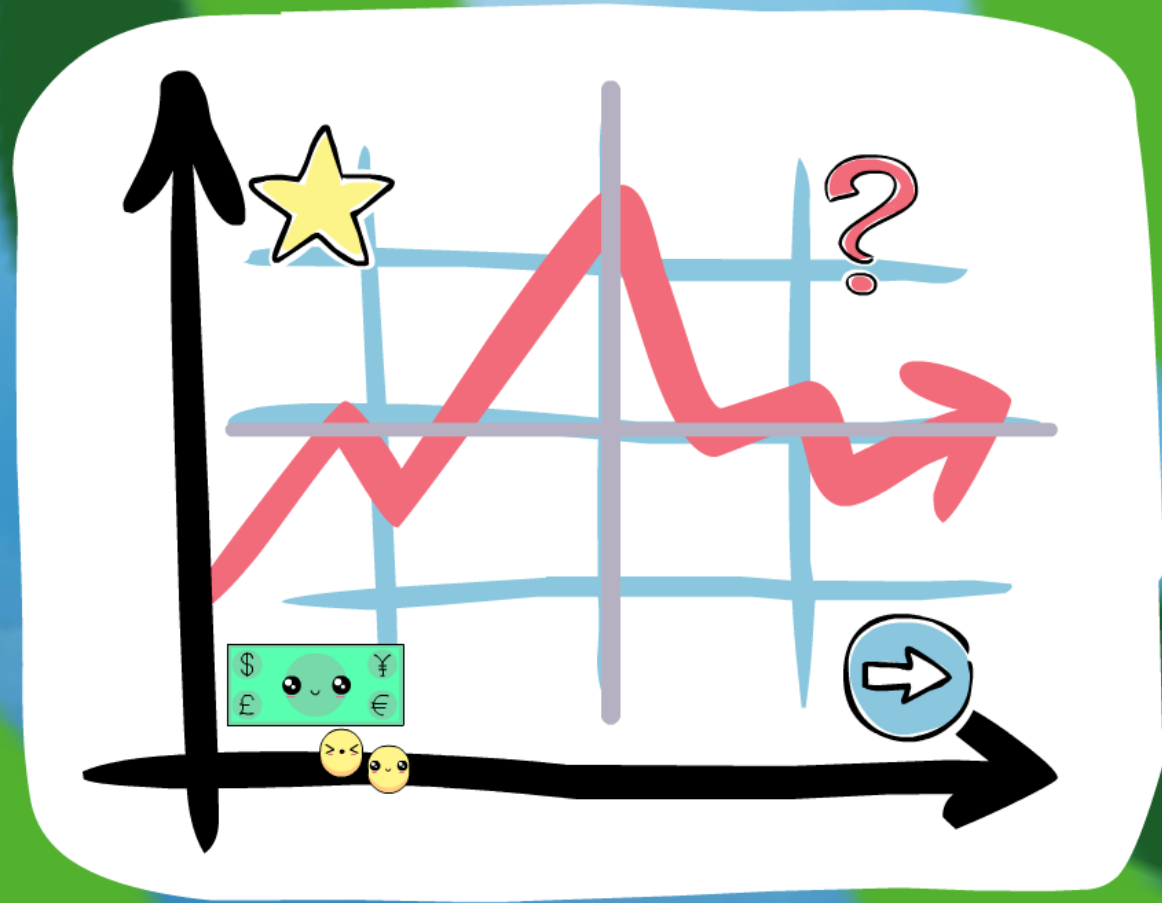
BURST

HOMMADI

LEMONEEZ

CAPSICO

BCG Matrix



Merger & H.R Strategies

H.R Recommendations

Swot Analysis

Strengths

- Unique Ayurvedic and Health position
- Extensive Market Penetration
- Monopoly Status

Weakness

- less Overseas Market

Oppurtunities

- Packed Food Category
- Sugar Free health care products
- More Innovative promotion campaigns
- Target Youth population through online campaigns

Threats

- Substitute Available
- Changing Lifestyle