

WATER PURIFIER

A PROJECT REPORT

Submitted to the

**APEEJAY INSTITUTE OF TECHNOLOGY SCHOOL OF
MANAGEMENT**

in Partial Fulfillment for the award of

POST GRADUATE DIPLOMA IN MANAGEMENT



By

PRIYA GARG

PGDM 1ST YEAR

SECTION (B)

Under the Guidance of

Dr. AMIT KUMAR UPADHYAY

Declaration

PRIYA GARG

Students of pgdm I Trimester 2013-15, at **APEEJAY**
INSTITUTE OF TECHNOLOGY-SCHOOL OF
MANAGEMENT hereby declare that this Project
Report under the title “WATER PURIFIER” is the
record of my work under the guidance of

DR. A.K UPADHYAY.

This report has never been submitted to anywhere
else for award of any degree.

Signature of mentor

of student

Signature

-

Certificate

This is to certify that PRIYA GARG, a student of PGDM 1st year batch of Apeejay Institute of Technology , School of Management ,Greater Noida has done the project work on

“WATER PURIFIER ” under my supervision and guidance . I understand this project report is being submitted to Apeejay Institute of technology- School of Management Greater Noida for award of degree of **PGDM**.To the best of my knowledge, this report has not been submitted to any other University for award of any other degree.

During this period, I have found the performance of his work satisfactory.

Dr. A.K UPADHYAY

(Guide)

Prof. D.N. BAJPAI

(Director)

ACKNOWLEDGEMENT

I would like to express my greatest gratitude to the people who have helped & supported me throughout my project. I am grateful to my teacher

DR. A.K UPADHYAY & Other Faculty for their continuous support for the project, from initial advice & contacts in the early stages of conceptual inception & through ongoing advice & encouragement to this day.

A special thank of mine goes to my colleague who helped me in completing the project & They exchanged their interesting ideas, thoughts & made this project easy and accurate.

I wish to thank my parents for their undivided support and interest who inspired me and encouraged me to go my own way, without whom I would be unable to complete my project. At last but not the least I want to thank my friends who appreciated me for my work and motivated me and finally to God who made all the things possible...

P

RIYA GARG

YEAR)

PGDM (1st

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INTRODUCTION OF WATER PURIFIER

Water is one of the nature's most simple substances. Human body Consists of 65% of water. One may live without food for more than a Month, but it is impossible water for more than a day. On average we consume 2.5 liters of water a day. Unfortunately, the water we consume can be polluted. Polluted water may look clean and even taste okay, but may contain germs and other impurities that cause water borne diseases. This is why it is extremely important to ensure that these impurities are removed before such water can be used safely for consumption. Water provides an ideal environment for growth of microbial contamination the abundant supply of nutrients available in the water help Bacteria and Viruses, to grow, live, reproduce and die. The microbial contamination causes diseases like Gastric-enteritis, Diarrhea, Dysentery, Jaundice, Cholera, Polio, in fact over 80% of all human diseases is water borne. For many years various techniques have been used to provide microbial control in water for industrial and domestic use.

Water purification is a process of removing undesirable chemicals, materials, and biological contaminants from contaminated water. The goal is to produce water fit for a specific purpose. Most water is purified for human consumption (drinking water) but water purification may also be designed for a variety of other purposes, including meeting the requirements of medical, pharmacology, chemical and industrial applications. In general the methods used include physical processes such as filtration and sedimentation, biological processes such as low sand filters or activated sludge, chemical processes such as flocculation and chlorination and the use of electromagnetic radiation such as ultraviolet light.

INDUSTRY OF WATER PURIFIER IN INDIAN MARKET

ONE man's meat is another's poison can well be said in the context of the bottled water controversy.

Even as the ripples seem far from receding on whether the pesticide-residue in packaged drinking water is a reason for concern—the water-purifier industry has lost no time in sniffing out an opportunity.

"Water from Waterguard is completely safe from harmful pesticides, bacteria, viruses and is economical too!",

says an advertisement from Usha Shriram, advertising for its Usha Brita Water Purification Systems. And in case you miss the point, the advertisement has in its background copies of media reports on 'Pesticides in bottled water.' Meanwhile, Eureka Forbes, touted to be the leader in the water purification segment, reacted more swiftly to the pesticide-issue and came out with "reassuring" advertisements, within a couple of days after the Centre for Science and Environment (CSE) came out with its controversial report.

The Ministry of Food Processing Industries held an inter-ministerial meeting on the issue, to "take stock and decide on the future course of action." The Union Health Ministry too had met discuss the subject and according to sources; the inclination was towards aligning with the European Union (EU) norms. However, the Bureau of Indian Standards reiterated its stand on the issue and said: "That it took into consideration the limits set by the USFDA, the EU, the World Health Organization (WHO), Codex etc. and decided that since bottled water was a value-added product and in keeping the public/consumer interest, the (BIS) committee unanimously decided to quantify the maximum limits for

pesticide residue and made the necessary amendments to the two Indian standards".

The different companies which manufacture water purifier are:

- ☞ Aqua Guard
- ☞ Kent grand,
- ☞ Hindustan unilever –pureit,
- ☞ Philips intellegent,
- ☞ Whirlpool Pure Fresh,
- ☞ Jaipan, Alpha Dewdrop,
- ☞ Eurotek System,
- ☞ GenPure R.O System,
- ☞ Bionics
- ☞ Aqua Tech
- ☞ Kenstar water purifier,
- ☞ Krona,
- ☞ Astro-boy-water purifier,
- ☞ Euro Fabs,
- ☞ Euro riva water purifier,
- ☞ Aqua fresh water purifier.

INTRODUCTION

Aquaguard – A brand that needs no introduction

With the rising alertness about drinking pure water to lead a healthy life and stay safe from water borne diseases, more and more people have joined the race of buying advanced water purifiers. It is RO that is ruling the roost, the purifying technique being recommended at places where the TDS content in water is very high. There are, no doubt, numerous brands of the RO system in the market. You can even get few of the brands right at home via direct sales. One company that has carved a niche as a household name, maintaining its hold over the years by introducing next generation water purifiers, is Eureka Forbes.

You will often hear the phrase 'Eureka Forbes RO filter' in reply to your query about which RO filter is the best in any blog forum – such is the popularity. And who has not heard about the Aquaguard; this brand needs no introduction at all. At a time when the RO system was introduced initially in India, there were hardly any other brands that hit the market. Soon it was the Eureka Forbes RO system that people started using with great satisfaction. The company stays in sync with the latest trends and every Eureka Forbes RO system is a true example of innovation.

INTRODUCTION OF KENT:-

Kent has introduced the revolutionary Mineral RO technology which can even eliminate the dissolved impurities in the water while preserving the essential minerals in the water. It offers dual purification from bacteria and viruses. This purifier works well with water from all sources like from bore-wells, overhead storage tanks, municipal tanks etc. Even in the traditional UV (Ultra-Violet) purification system Kent has emerged as a winner with its Ultra UV technology. It has a multiple filtration system of Sediment and Nano filters which help in eradicating bacteria almost completely.

These innovative technologies have boosted the sales and the reputation of the company to a great extent. Offering quality products and good after sale services has made Kent a respectable brand. Their endorsements have also gained immense popularity starring the dream girl Hema Malini and her both daughters. Further Kent's pioneering Smart UF technology uses new hollow fiber casing to totally purify the municipality water. It operates without electricity, so now even power cuts won't be an issue in purifying water. It has a storage capacity of about 8 liters to store the purified water and thus is a step ahead than any other available water purifier. Kent water purifiers remove the impurity, the seeming bad odor and make it safe for consumption. Kent water purifiers are low on maintenance and are a one time reasonable investment to a healthy and pure source of drinking water.

INTRODUCTION OF PUREIT

Water



Pureit is the world's most advanced in-home water purifier. Pureit, a breakthrough offering of Hindustan Unilever (HUL), provides complete protection from all water-borne diseases, unmatched convenience and affordability. Pureit's unique Germkill Battery technology kills all harmful viruses and bacteria and removes parasites and pesticide impurities, giving you water that is "as safe as boiled water". It assures your family 100% protection from all water-borne diseases like jaundice, diarrhea, typhoid and cholera. What's more, it doesn't need gas, electricity or continuous tap water supply. Pureit not only renders water micro-biologically safe, but also makes the water clear, odourless and good-tasting. Pureit does not leave any residual chlorine in the output water.

The output water from Pureit meets stringent criteria for microbiologically safe drinking water, from one of the toughest regulatory agencies in the USA, EPA (Environmental Protection Agency). The performance of Pureit has also been tested by leading scientific and medical institutions in India and abroad. This patented technological breakthrough has been developed by HUL. This

state-of –the-art engineering developed by a team of over 100 Indian and international experts from HUL and Unilever Research Centres has made Pureit possible at the consumer price of just Rs. 2000. Pureit runs with a unique 'Germkill Battery Kit'[™] that typically lasts for 1500 litres* of water. The 'Germkill Battery Kit'[™] is priced at Rs.365. This means consumers will get 4 litres of water that is 'as safe as boiled water'[™] for just one rupee, which works out to an extremely affordable 24 paise per litre.

Pureit in-home purification system uses a 4 stage purification process to deliver "as safe as boiled water" without the use of electricity and pressurized tap water. Pureit purifies the input drinking water in four stages, namely;

Hindustan Unilever – Pureit

This water purifier has 4 purification stages like- Pre-filter purification, activated carbon purification, Germkill Processor and Unique Polisher.

It has 9 liters of storage capacity. This water purifier does not require electricity.

This maintenance free water purifier Germkill Battery Kit'[™] which is heart of purification system needs to be replaced after drawing 1500 liters of purified water. This Germkill Battery Kit'[™] costs Rs 300

Pureit

HUL claim that Pureit in-home purifier provides water that is 'as safe as boiled', without needing electricity or pressurised tap water, for low and middle-income families in, India. One rupee buys 3.5 litres of Pureit safe drinking water (including the initial one-off costs of the purifier unit). This makes it a more affordable alternative to boiling water or bottled water, where one rupee buys 2.5 litres or just 0.3 litres respectively. The chart below compares the cost of Pureit to other alternatives.

INTRODUCTION PHILIPS

Philips is not new in this segment of water purification. Some of the existing Water Purifier companies, like Aquaguard, have been using UV lamps made by Philips. A UV lamp is the heart of a UV water purifier, without which the purifier just cannot function.

Now Philips, with its superior technology PLS UV lamps has also entered this business. Already a pioneer in UV lamps, Philips has simply ventured into the next possible related field, ie. UV Water Purification systems. The technology being used in Philips Intelligent Water Purifiers is the latest, and in line with the innovativeness that has come to be associated with Philips. The state-of-the-art Philips Intelligent Water Purifiers ensure the convenience that you would never get from any other water purifier.

TECHNOLOGY USED IN PHILIPS :-

UV light is a powerful germicide, destroying certain RNA or DNA structures necessary for reproduction in waterborne bacteria, viruses and other microbes. Without their ability to reproduce, the microbes are rendered harmless. Water dis-infection by means of UV light involves the passage of water along the surface of a UV lamp that radiates in spectral region for germicidal purposes (between 250 and 265 nm).

PRODUCT SUMMARY

Philips established its new water purifier business, having achieved a 30% retail market share in India with its .

UV water purifier and becoming the Brazilian market leader in the on-tap water purifier category

INTRODUCTION OF WHIRLPOOL

Whirlpool brings to you India's First Direct flow Reverse Osmosis system. This Unique purification system provides Pure and fresh water at a "touch". Continuing with the customer centric innovation strategy at Whirlpool, Purafresh Platinum provides the consumer with filter change indicators and high class electronics for ease of usage

Whirlpool® RO Water Purifier is India's first RO Water Purifier that comes with the WQA Gold Seal, USA which is recognised the world over and known to reduce harmful impurities. Purefresh Deluxe can easily be mounted on the wall or kept on the top of a kitchen slab Purefresh Platinum offers the convenience of extracting water with the just a simple push of a button. Also its rotating swivle faucet provides the convenience of drawing water from any direction The advanced 5-Stage Purification process not just removes visible and invisible impurities but also improves the taste of the water.

The purifier's water storage tank is made of 100% food grade plastic, to ensure the health & safety of the users. Purefresh Platinum comes in with futuristic digital display that indicates the filter life and the time to change it, without the danger of consuming impure water

Whirlpool Purefresh water purifiers :

The Purefresh series is available in three models - Platinum, Elite and Deluxe

Aiming to provide the best in class products to its consumers, Whirlpool India, subsidiary of Whirlpool Corporation, unveiled its new range of 'Purafresh' Reverse Osmosis Water Purifiers.

Equipped with Whirlpool's patented '6th Sense' technology, the new 'Purafresh' water purifier claims to be the only Reverse Osmosis system on the market that not only purifies but also protects the purity and freshness of the water with its prestigious gold seal certification (from GOLD Seal of Water Quality Association,

Research methodology

Primary data collection :-

-survey done in the markets of sagar distt. In m.p

-survey done with 100 residents of the place

-survey completed through one to one interaction with the people

Secondary data collection:-

-Details of the industry collected from website-www.domains-b.com

***-details about the companies downloaded from the eurekaforbes website-
www.eurekaforbes.com***

,www.philips.com,www.kent.co.in,www.unilever.com,www.whirlpool.com

-the images are taken from the website

www.google.com,www.imafechef.com,www.dde.smuhmts.edu

Company profile

Eureka Forbes, Ltd. offers water purification systems, vacuum cleaners, and air purifiers. The company also offers security solutions, including home security systems, intrusion alarm systems, access control systems, fire alarm systems, and surveillance systems. In addition, it offers industrial solutions, such as industrial water purifiers, commercial and industrial vacuum

Eureka forbes address:-

Konkan Nagar Co-operative Housing Society Ltd. Prakash Narayan Kotnis Marg
Mahim (West)
Mumbai, Maharashtra 400 016
India
Phone: 91 22 2444 3436

Headquarters	Mumbai Area, India
Industry	<u>Consumer Goods</u>
Type	Public Company
Status	Operating Subsidiary
Company Size	1001-5000 employees
Founded	1982
Website	<u>http://www.eurekaforbes.c...</u>



eureka forbes aqua flow

Weight: 2.5 kgs (Dry). Dimensions: 377x105x210 mms (H x D x W). Power consumption: 19 watts. On-line water filter-cum-purifier. 3 stage purification system. All bacteria and viruses are destroyed in the UV chamber. Silver impregnated activated carbon reduces odour, organic impurities and traces of chlorine gas. Wide operating voltage.

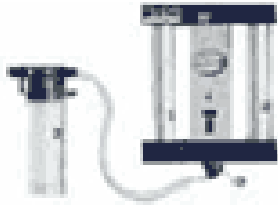
MRP : Rs.5,250/- (approx.)



eureka forbes aqua guard booster

Aquaguard Booster, equipped with e-boiling+, a unique SMPS system and an in-built Water Pressure Enhancer, the Booster is specially designed for areas with low water pressure and no running water. Ensuring that your child gets pure drinking water.

MRP : Rs.9190/- (approx.)



eureka forbes aquaguard classic

Powered with e-boiling+, intelligent purity sensor system and mineral preserver system, Aquaguard Classic removes physical, chemical and water-borne disease causing bacteria, virus and protozoa from your drinking water ensuring that the water your family drinks is absolutely pure and safe.

MRP : Rs.7190/- (approx.)



eureka forbes aquaguard compact

Powered with e-boiling+, an Intelligent Purity Sensor system and Mineral Preserver system, Aquaguard Compact removes waterborne disease-causing bacteria organisms, impurities and more. Ensuring that the water your child drinks is absolutely pure and safe.

MRP : Rs.7590/- (approx.)



eureka forbes aquaguard hi flo

Equipped with e-boiling+, an Intelligent Purity Sensor system and Mineral Preserver system, the Hi Flo ensures that your child drinks only pure, safe water.

MRP : Rs.9490/- (approx.)



eureka forbes aquaguard integra

Aquaguard Integra7 is the only water purifier with enhancer and a 7-Stage Purification System that combines state-of-the-art technologies to ensure purity. It is unique, in that it can be customized to correct varying water quality problems. According to the water condition in your home, the appropriate technology is recommended - either a combination of reverse osmosis + ultraviolet technology or ultra-filtration + ultraviolet technology.

MRP : Rs.24900/- (approx.)

Company profile

We are a 21st century health care products company with a vision for making the world a healthy and a happy family. Our mission is to produce innovative health care products that purify the water we drink, the food we eat and the air we breath, thus help people live healthier. For us, bringing health care products for you, is more than just a business, it is a passion. It is, In fact, it is the most prominent purpose of our existence.

Pioneer in bringing revolutionary Reverse Osmosis (RO) technology to India for the first time, Kent, started in 1995 in Noida, India. Despite a humble beginning, today Kent is a strong organization with offices spread across major cities of India. Most importantly, today Kent has lakhs of satisfied customers to its credit.

Our product philosophy is unambiguous. We help people in attaining the biggest and most precious wealth called "Perfect Health", which is reflected in our range of health care products too

.



Enlarge  ***kent water purifier***

Features

High grade granular activated carbon, a powerful de – chlorination agent, removes residual chlorine and the unpleasant odour from your tap water

Advanced multi – layered hollow fiber UF membrane filter removes Rust, Bacteria, Cyst, Coliform Bacilli, Micro – organisms & Microscopic impurities from water

Long Membrane life lasting upto 1500 litres

Facility to backwash the membrane which increases the life of filter cartridge

Easy availability of genuine filter cartridge and spare parts

See through window, to check contamination build up and find out when it's time to replace the cartridge

Provided with accessories to fit on various types of taps

Easy to use 3 mode water selection lever to provide a choice of Purifier Water, Unfiltered Straight or Unfiltered Spray to suit your needs.





kent ro system

Kent r-o systems offers a various high quality water purifier. These purifiers are very useful for purifying drinking water. These are effective for any kind of water such as tap water, bore-well water and stored tank water. These water purifiers come with following salient features:

- ☐ T.D.S of purified water is adjustable on site to ensure minimum mineral contents in purified water.
- ☐ 11w uv lamp with fail-safe buzzer.
- ☐ Double purification by ro followed by uv along with mineral ro technology.
- ☐ High quality sediment and carbon filters exhibiting
- ☐ Uses refurbished varian, elekta, siemens linear accelerators
- ☐ Fully automatic operation
- ☐ Built with smps to operate from 100-300v ac power supply.
- ☐ Push-in fittings for leak-free performance and long-life.

COMPANY PROFILE OF PUREIT

Pureit is available in four models: Classic, Compact, Autofill and Marvella.

Pureit Classic is the base model, and the first model introduced. It is available for Rs. 2000. It has a capacity of 9 litres in the top chamber, and another 9 litres in the bottom, transparent chamber. Pureit Autofill is identical to Pureit Classic, but has the ability to refill itself automatically if connected to a water supply using what is branded as a 'hydrosensor'. Pureit Autofill is available for Rs. 3200. Pureit Compact is available for Rs. 1000. It has a capacity of 10 litres: 5 in the top chamber, and a further 5 litres in the bottom. These three models are available in a choice of two colours, branded by Hindustan Unilever as burgundy and royal blue.

Pureit Marvella has been branded as 'India's first fully automatic water purifier'.

^[3] Pureit Marvella is capable of automatically filling itself. Marvella also has an 'Insta-serve' jug: a jug that can be plugged into the purifier, and automatically filled. Pureit Marvella also has a capacity of 4.5 litres. It is available for Rs. 6900.

All four Pureit models claim to provide water that meets the germkill criterias of E.P.A. in regards to bacteria, virii and pesticides without the use of electricity.



Pureit Marvella



Product Description Pureit Marvella is India's first fully automatic Water purifier which has a unique technology with 4 purification stages which ensures water as safe as boiled water. With its Unique Pleated Filter it removes visible dirt.

The Unique Activated Carbon filter present inside the Marvella removes the remaining dirt, harmful parasites and even pesticide impurities. The Unique Germkill Processor uses programmed chlorine release technology to remove harmful viruses and bacteria. And finally the Unique Polisher removes chlorine and other contaminants to give clean, odorless and safe water.

Pureit Marvella Features**Features:**

4 Purification Stages

No Electricity

Automatic On/Off features

Automatic Storage

Insta – Serve Jug

World – Class Germkill safety

Auto Safety Lock.

Insta Serve Jug

PHILIPS



Pure water

Advanced UV technology and activated carbon to purify water

Advanced state-of-the-art UV (PLS) technology destroys known waterborne viruses, bacteria, parasites and amoebae while the

activated carbon and sediment filter removes turbidity, chlorine, volatile organic chemicals (VOC's), cysts, larger micro-organisms and improves taste.

Guaranteed

Conforms to safety standards of Bureau of Indian Standards

Microbiological performance tested as per NSF55 Class A Tested by Kiwa Water Research: Microbiological performance tested by Kiwa Water Research (The Netherlands) according to the NSF standard 55, Class A protocol (2004).

Simplicity

Tilt & Twist mechanism for easy filter replacement

Replacing the filter is something you can easily do yourself thanks to the simple Tilt & Twist mechanism.

Made easy

PowerSave ensures low electricity consumption

This appliance has low electricity consumption and is rated at 25 watts. To make it even more energy efficient, the UV lamp switches off when the appliance has not been used for 10 minutes.

Musical reminder lets you know when dispenser is on

While the purifier is dispensing water, an optional musical reminder will notify you that the dispenser is on.

Hi-flow ensures a maximum flow rate of 1.2 liter per minute

The maximum flow rate of 1.2 liter per minute ensures that you have safe drinking water available at any time.



WHIRLPOOL

Purafresh Elite A water Purifier for the Entire family with storage capacity of 8.5 ltrs. It offers your family the surety of purification through Reverse Osmosis Process and protection from post purification contamination. Purafresh range of Purifiers is certified by the world's foremost water body, Water Quality Association of USA, with its gold seal

MRP:Rs.16750

6th sense Purify & Protect Techonology

The revolutionary new range of Whirlpool® RO Water Purifiers come with the 6th Sense® Purify and Protect Technology which sees the use of the Unique Silver

Impregnated Ceramic Cartridge that protects the stored water from microbial re-contamination. So that you get water that isn't just pure, but stays pure for longer.

WQA gold seal

Whirlpool® RO Water Purifier is India's first RO Water Purifier that comes with the WQA Gold Seal, USA which is recognised the world over and known to reduce harmful impurities.

100% food-grade material

The purifier's water storage tank is made of 100% food grade plastic, to ensure the health & safety of the users.

Dual Overflow protection

Sit back and relax. The float level controller with a safety block function makes sure that the water in the storage tank doesn't overflow.

Dual Overflow protection

Sit back and relax. The float level controller with a safety block function makes sure that the water in the storage tank doesn't overflow.

Counter top & wall mount

Purafresh Deluxe can easily be mounted on the wall or kept on the top of a kitchen slab

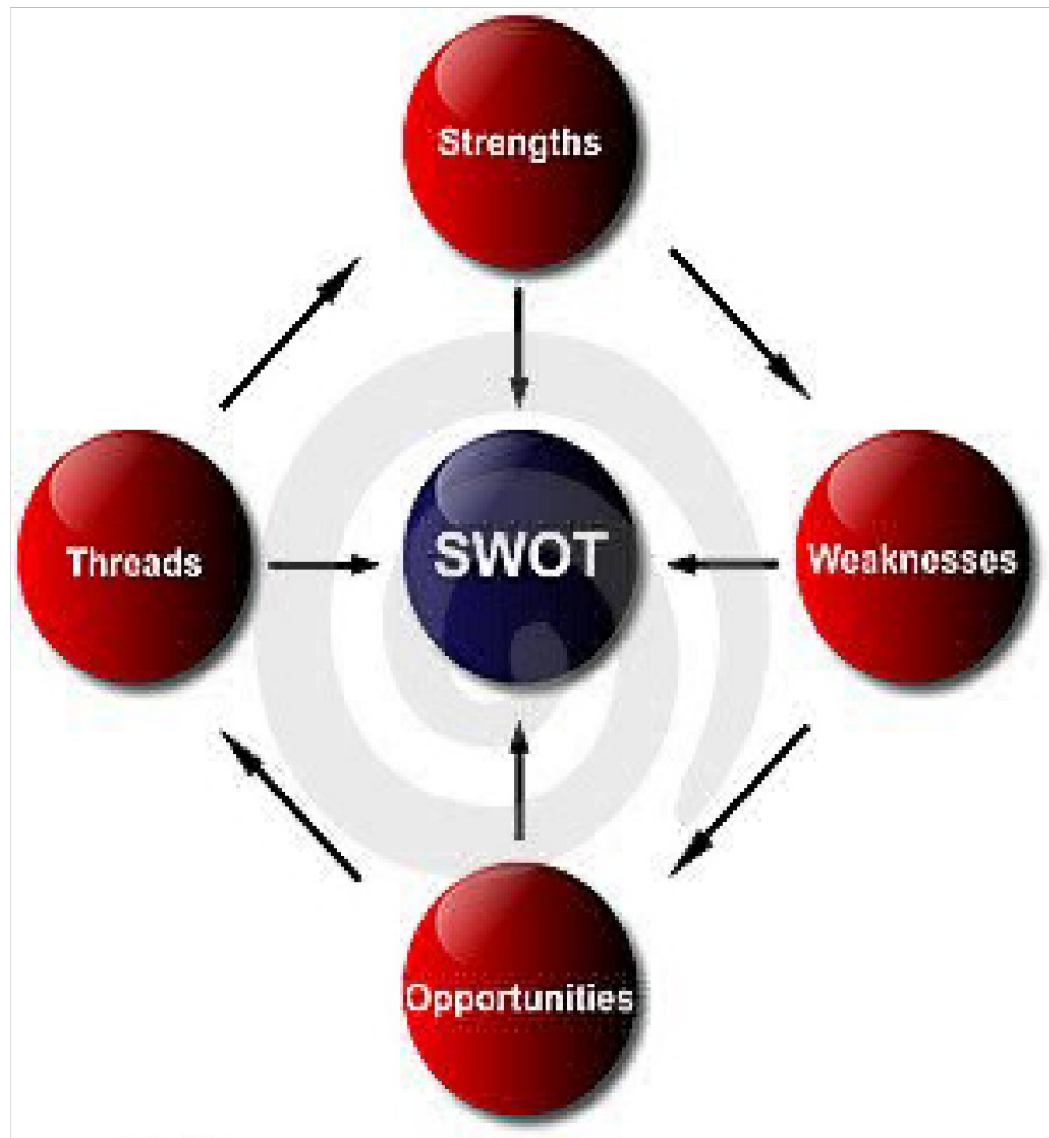
Swot analysis eureka forbes

Eureka Forbes Limited (Eureka Forbes) is engaged in the selling of domestic and industrial water purification systems, vacuum cleaners, air purifiers & security solutions. The company's product portfolio includes water purifiers, vacuum cleaners, home water purifiers, R.O. water purifiers, UV water purifiers, home vacuum cleaners, carpet vacuum cleaners, wet and dry vacuum cleaners, home air purifiers and hepa air purifiers. The company operates through 7,000 direct sales force catering to 1.50 million Indian homes. Eureka Forbes has a strong dealer sales network of over 10,000 dealers and a 58 distributor strong institutional sales network in over 131 cities & 398 towns across India.

This comprehensive SWOT profile of Eureka Forbes Limited provides you an in-depth strategic analysis of the company's businesses and operations. The profile has been compiled to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities

and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

This company report forms part of the 'Profile on Demand' service, covering over 50,000 of the world's leading companies. Once purchased, the highly qualified team of company analysts will comprehensively research and author a full strategic analysis of Eureka Forbes Limited, including a detailed SWOT analysis, and deliver this direct to you in pdf format within two business days. (excluding weekends).



SWOT Analysis KENT

Strengths

- A wide range of personal contacts.
- Focused customer attention.
- Quality products.

Weaknesses

Limited by who you know.

- Labor intensive to make initial sales.
- Currently a limited product line.

Opportunities

- Multi-level business model that generates multiple revenue streams from associates.
- Customers are typically personal contacts with trust bonds already formed.

Threats

- Already established network of marketing organizations.
- A change in public perception regarding network marketing organizations.

Swot analysis whirlpool

Strengths:

- **Strong Brand Image:** The most significant strength of Whirlpool is its brand equity. The company boasts of a portfolio of strong brands which have helped it enhance its unit sales in diverse markets. Whirlpool's strong brand equity has proved to be a successful platform to launch new products in the market place through brand extensions, which have helped it lower its advertisement expenses. Furthermore, on the employee front strong brand equity has helped the company hire and retain some of the best talent in the segment
- **Robust Revenue Growth in Latin America:** Whirlpool has recorded strong revenue growth in Latin America. Revenue from Latin America increased from \$1,350 million in 2003 to \$1,962 in 2005, a CAGR of 21%. This high revenue growth in Latin America offset lower revenue growth in Europe and North America.
- **Increasing Cash Flow From Operations:** Whirlpool has recorded a strong increase in cash flow from operations in recent years. Cash from operations increased from \$744 million in 2003 to \$881 in 2005, a CAGR of 9%. Increasing cash flow from operations allows the company to enhance revenue growth through organic and inorganic initiatives.

Weaknesses:

- **Low Margins:** The Company's profit margins have been trailing the industry average in recent years. In the five year period 2001 – 2005, the company's operating margins was 5.5%, compared with the industry average of 6.9%. Similarly the company's net profit margins, for the period 2001 – 2005 stood at 2.6%, as compared to an industry average of 4%. Whirlpool's lower than industry average operating margins indicate as inefficient cost structure; the relatively low net profit margin, meanwhile, suggests scope of improving capital structure.
- **Declining private label sales to Sears:** Whirlpool's private label sales to Sears are declining. Sears markets its refrigerators under its own brand, Kenmore. Whirlpool has been the largest supplier of refrigerators to Sears. However, Sears is shifting to other vendors such as LG Electronics and Electrolux. Whirlpool's supplies to Sears have declined in recent years. A decline in private label sales to Sears would adversely affect revenue growth of the company.

Opportunities:

- **Acquisition of Maytag:** Whirlpool acquired rival home appliance company, Maytag in August 2005. With the acquisition of Maytag, the company has access to Maytag's products and distribution

network in the US home appliance market. By integrating the manufacturing functions, the company hopes to save nearly \$400 million annually. The acquisition of strong brand name such as Maytag would strengthen the company's market position and result in economies of scale as well as an enhanced market share and position.

- **Divestments:** Whirlpool announced the sale of several businesses in May 2006. The company has put Hoover, Dixie-Narco vending systems, Amana commercial microwave and Jade commercial products appliance up for sale as these businesses were not fit into its core business of selling laundry, refrigeration, and kitchen equipments. The sale of these businesses would fetch a minimum of \$75 million. More importantly, it would allow the company's management and to focus on its core business.
- **Growing Asian Markets:** Demand for home appliances is growing in Asia. The strong economic performance of most of the Asian countries is resulting in higher personal incomes, boosting demand for electronic appliances. The company already earns nearly 3% of the total revenue from Asia. Growing demand for home appliances in Asia will allow the company to improve its revenue growth and diversify revenue away from mature markets in west.

Threats:

- **Increasing Raw Material Cost:** Increasing raw material costs would raise operational costs for whirlpool. The climbing base metal prices and high oil prices could drive the costs of the company higher. In the fiscal year 2006, the base metal price and higher oil costs added \$150 million to the company's

operation costs. Increasing operating cost would negatively affect the operating profits of the company.

- **Intense Competition:** The Company is facing stiff competition from home appliances makers from Asia and other continents. Companies like LG Electronics, Samsung and Haier are gaining market share in the US through their low cost and high quality product. In addition, Arcelik, a Turkey based appliance company announced its plans to enter the US market in 2006. The entry of new players, on top of existing competition, would further intensify the competition in the US appliance market and drive prices down. This would put pressure on the company's profitability.
- **New EU Directives:** The Waste Electrical and Electronic Equipment (WEEE) Directive of European Union (EU) makes producers of electrical and electronic goods financially responsible for the specified collection, recycling, treatment and disposal of past and future covered products. Although some countries are yet to implement this directive, companies operating in this market became responsible for implementing their responsibilities under the WEEE in August 2005. EU member's states, which are yet to implement WEEE directives, are likely to implement in 200. Whirlpool could incur sizeable costs liabilities under the new legislation.

SWOT Analysis of pureit

Strengths

1. Strong and well differentiated brands with leading share positions

2. Distinctly placed products providing reach to every segment of society.
3. Consumer understanding and systems for building consumer insight
4. Integrated supply chain and well spread manufacturing units

Weaknesses

1. Price positioning in some categories allows for low price competition like Amul captured Kwality's market.
2. Limited success in changing eating habits of people.
3. Competitors focusing on a particular product and eating up HUL's share, like Nirma focusing on soaps and detergents.

Opportunities

1. Growing consumer base due to increasing income levels and new consumers from lower strata of the society
2. Untapped market in branded Ayurvedic medicines and other such consumer products.
3. Opportunity in Food sector: changing consumer tastes
4. Expansion of horizons towards more and more countries

Threats

1. Unfavourable raw material prices due to inflation, reducing profitability.
2. Heavy onslaught of competition in the core categories from emerging players like ITC will result in higher advertising expenditure

3. Spurious/counterfeit products in rural areas and small towns.
4. Reduction in real income of consumers due to high inflation.

Swot analysis Philips

Strengths

- [*]Effective communication
- [*]High R&D
- [*]Innovation
- [*]Loyal customers
- [*]Strong brand equity
- [*]LED Technology
- [*]Copyrights Patents
- [*]Strongest company in the market before General

Weaknesses

- [*]Weaker Distribution network than Competition
- [*]price
- [*]The inability to get product to market first
- [*]Competative leadership
- [*]Poor business level strategy
- [*]Almost dutch-only corporate level

Opportunities

- [*]Goverment regulations and Green Push
- [*]Gaar
- [*]increasing industrialization of developing countries
 - >more electrification
 - >higher demand for (sustainable and energysaving) lightning

Threats

- [*]Competition
- [*]Cheaper technology
- [*]Economic slowdown
- [*]Exchange rate fluctuations
- [*]Lower cost competitors or imports
- [*]Price wars
- [*]Rising Oil Prices

FINDINGS & RECOMMENDATION FROM THE PROJECT

AS PER THE SURVEY DONE FOLLOWING WERE THE FINDINGS &
RECOMMENDATION OF THE SURVEY:-

- (1) Price structure should be revised.
- (2) Customer service is something which company should pay more attention at.
- (3) All models not available for display in retail outlets & also brochures should be made available.
- (4) Sales persons at the retail counters should have proper knowledge about the product.
- (5) Should focus more on brand awareness.
- (6) Technological & other aspects should be reconsider and re-christened.
- (7) To know about the buying behaviour of customer regarding purchase of water purifier.

QUESTIONNAIRE

1- DO YOU USE WATER PURIFIER?

YES() NO()

2- WHICH WATER PURIFIER YOU PREFER?

3- ARE YOU SATISFIED WITH YOUR CHOICE?

YES() NO()

4- DO YOU WANT TO SWITCH TO ANY NEW WATER PURIFIER?

YES() NO()

5- IN CASE OF SWITCHING WHICH BRAND WILL YOU PREFER?

6- IN THIS WORLD OF UNCERTAIN DISEASE DO YOU THINK
EVERYBODY SHOULD USE WATER PURIFIER?

YES() NO()

7- DO YOU WANT TO GIVE ANY SUGGESTIO IN THE BETTERMENT OF
WATER PURIFIER?

YES() NO()

8- ACCORDING TO YOU WHAT SHOULD BE THE PRICE RANGE OF A
GENUINE WATER PURIFIER?

9- HAVE THIS SURVEY MADE ANY IMPACT IN YOUR MIND ABOUT
RETHINKING FOR YOUR WATER PURIFIER?

YES() NO()

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