

Keo Karpin Hair Oil

Parent Company

Dey's Medical

Category

Personal Care brands - Hair care

Sector

FMCG

Tagline/ Slogan

Aaj se aap ka bhi secret; Jiyo ek nayi zindagi

USP

Keo Karpin also offers growth elements designed to create a strong, healthy head of hair

STP

Segment

Hair oil – Hair fall control and nourishment

Target Group

All males and females in middle and upper class

Positioning

Natural product that is helpful for maintaining healthy hair, as well as repairing damaged hair. Also a no

SWOT Analysis

Strengths

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| 1. First effective hair fall control, non-greasy and perfumed hair oil in India |
| 2. Strong distribution network |
| 3. Price is not too Inexpensive |
| 4. High consumer loyalty |

Weaknesses

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| 1. Strong competition in the hair oil market hence limited market share |
| 2. Limited international presence despite high quality |

Opportunities

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| 1.Reduce cost of production through better technology |
| 2.Introduce more varieties |
| 3.Increase marketing and advertisements and have tieups with corporate and hotel chains |
| 4.Brand expansion into shampoo and conditioner |

Threats

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| 1. Lot of close and better substitutes |
| 2.Foreign brands with premium technology entering Indian maret |

Competition

Competitors

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|-----------------------|
| 1.Dabur Amla hair oil |
| 2.Parachute hair oil |
| 3. Hair and care oil |