



“A STUDY ON INTERNATIONAL PRODUCT STRATEGIES WITH REFERENCE TO DABUR”

1NIRAVKUMAR KANTILAL PATEL, 2Dr. M. SUMETHA
1MBA, 2Assistant Professor
1Parul University ,
2Parul University

ABSTRACT

In my PDCS minor project, I've chosen to focus on a "international product strategy study of dabur India ltd." There are a lot of factors that led me to choose this project. For the reason that there is a vast amount of ground to cover in the study of it. When it comes to the fast-moving consumer goods market, Dabur is at the very top. Its breadth of offerings includes food and drink in addition to household and personal care items as its primary market share drivers. Around two-thirds of Indians use a product from one of Dabur's 20 different consumer categories. It employs more than 15,000 people and has over 1,200 managers. With over 2000 suppliers and colleagues, it has established a global network. Every day, they go to work to make the future a better place. They're doing it for both new and old additions to their mixes.

Keywords: global network, product strategy

1. INTRODUCTION

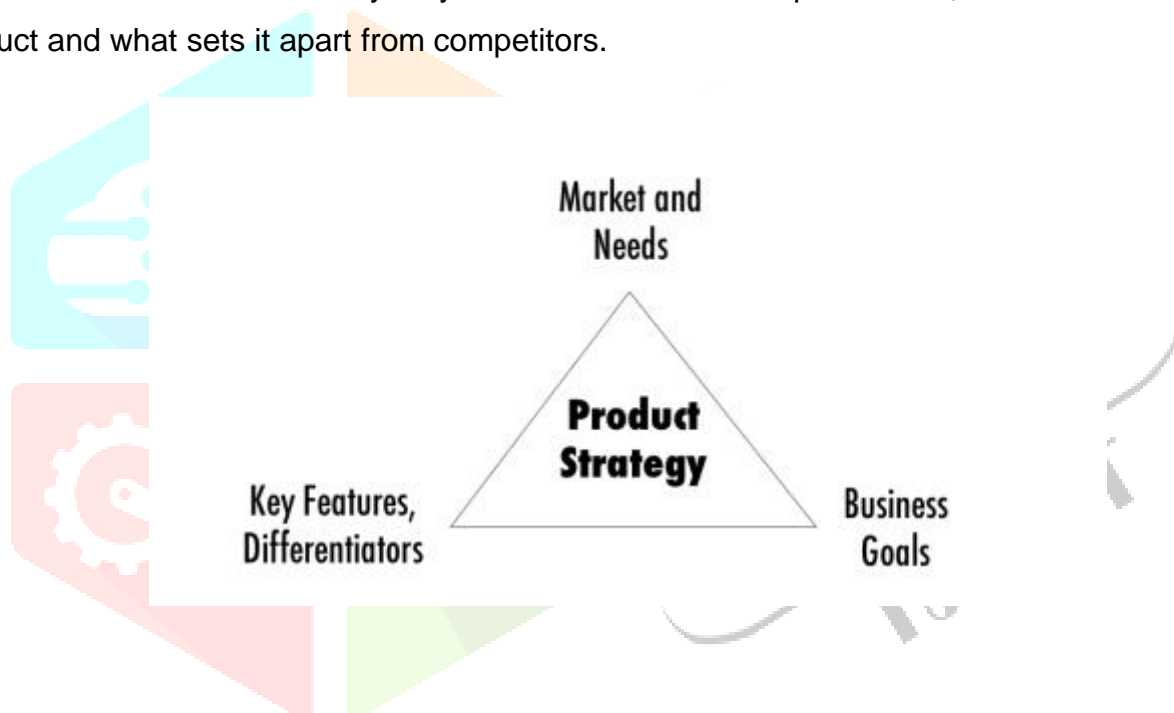
Fundamental Product Strategy:

Consistent basic product design with variations made to satisfy regional need Maintaining a happy medium between standardization and flexibility may be challenging.

Too much localization may turn imported brands into me-too products because it removes the incentive for innovation and risk-taking at the subsidiary level.

All the way from the product's user interface and visual design to its features and implementation technologies, a product's success depends on careful attention to detail. When you pay so much attention to the finer details, it's easy to lose sight of the bigger picture. The product strategy comes into play at this point. It aids in proactive product management and keeps you from becoming bogged down in the finer points. An successful product strategy is defined and its advantages are discussed in this article.

These Three Components Make Up a Winning Strategy In product strategy, you try to foresee how your product will be used in the future. How will it be packaged and sold? How many people will it help? Please explain how it will add value. It's a strategy that helps you achieve your long-term objectives. Product strategies, as seen in the accompanying diagram, should include not just who the product is aimed at and why they would want to use and purchase it, but also the nature of the product and what sets it apart from competitors.



Your product's market is comprised of the individuals who are most likely to acquire and utilize your product, as seen in the above image. The needs are the core issue that your product addresses or the most important perk it offers. Consider a service that helps people locate specific data on the web, such as Google Search or Bing. You may think of it in terms of something like Facebook, which helps you keep in contact with loved ones. The fundamental characteristics and benefits of your product that set it apart from the competition are called "key features" and "differentiators," respectively.

Make sure you aren't wasting time and energy by making a wish list or mini-product backlog. You should instead zero down on the three to five most salient features that set it apart from the competition. Consider the original iPhone, which combined a mobile Internet connection, a digital music player similar to the iPod, and a touch screen, or the Google Chrome web browser, which

prioritizes speed, security, and ease of use. What you want to accomplish with your product for the firm is captured in the business objectives.

2. LITERATURE REVIEW

Because many elements are missed at the onset, the adaptation-based technique requires a great deal of rewriting of different sections. Platform-based approaches might potentially save a lot of time and energy by reducing the likelihood that the system will need to be reworked in the future. Using Dabur as an example, we explore the subject of whether or not there is a need for standardized commodities or multinational product strategy. Several studies have concentrated on the topic of personalization (**Calantone, Kim, Schmidt 2018**). Although this has been touched on in the past, our findings provide new insight on how NPD products should be standardized/adapted for the global market.

In addition, we argue that several factors may influence international product strategy. opting to pursue New Product Development. In the past, the benefits of a platform-based strategy have been acknowledged in other studies (**Chai, Wang, Song, Robertson & Ulrich 2016**). Yet, it is not evident from the existing research under what circumstances would choose for this technique. It was discovered that several factors have an effect, including the development of ICTs, the competitiveness of the marketplace, the stature of the brands at stake, and the standard of the underlying technical infrastructure.

Schmid & Kotulla 2017

We show how the decreased barriers to global communication causes businesses to modify their NPD strategy in response to intensifying competition. This is why market forces encourage the use of ICT tools. Multinational enterprises that use a platform-based new product development strategy may obtain an advantage over their competitors that use international product strategies based on the dabur approach. The success of the platform-based strategy depends on a number of variables, including the company's reputation and technology. Companies lacking in technological capability and brand awareness are not excellent candidates for a platform-based approach because of their low expected market volume.

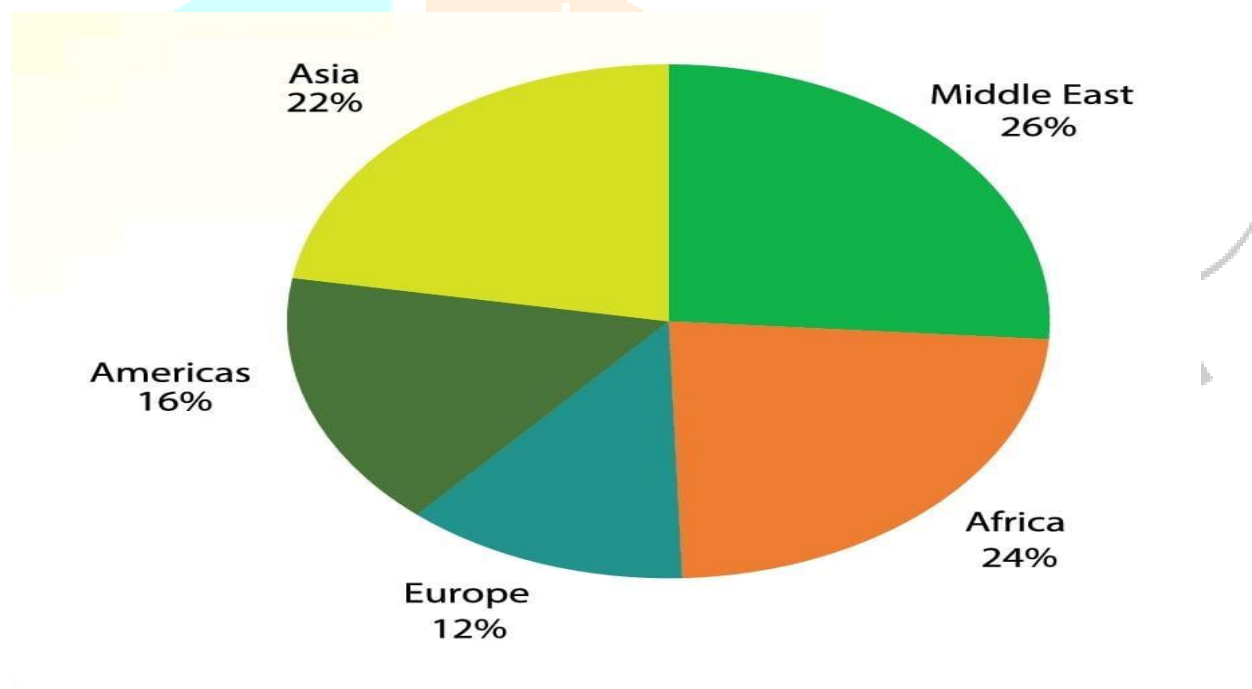
Research shows that there is no optimal middle ground between standardization and personalization when choosing an international product strategy for **dabur (Delene, Meloche, & Hodskins; Katsikeas, Samiee, & Theodosiou, 2019)**. We also reveal the positive and negative feedback loops that form around marketing and expertise. This helps to elaborate on the relevance of the two variables and offers greater clarity on the example companies.

3. BACKGROUND OF THE STUDY

A product strategy is a business's overarching goal for its product and its plan to achieve that goal. Key issues that need to be addressed in the strategy include: who will use the product (personas), how will they use it, and what are the company's long-term ambitions for the product?

Wide-ranging commercial activities

In fiscal 2021-22, the Foreign Business accounted for 25.8% of Dabur's Consolidated Revenues. Dabur now has a sizable worldwide footprint, with factories in eight different countries and a presence for the Dabur brand in more than 120 countries across the world. Dabur's international activities include the Middle East, Africa, South Asia, the United States, and Europe. During the fiscal years of 2021 and 2022, international trade had a constant currency gain of 15.8 percent. Fig 6l displays the regional breakdown of Dabur's international business revenue.



Area Situated Between Europe and Asia

Twenty-six percent of all international trade comes from the Middle East. Consumption was under pressure as a result of the Company's ongoing struggles with COVID-related macroeconomic headwinds and the outmigration of foreign workers. The effect was greater in categories that were not necessities, such as hair oils and style, than in categories that were necessities, including shampoo and toothpaste. While overall sales slowed, the decline of personal care's share of wallet in crucial markets like Saudi Arabia and the United Arab Emirates only added insult to injury.

We foresaw a K-shaped economic rebound, with premiumization and value awareness both emerging as major themes. Thus, we have made strategic investments in our high-end products such as the Alpha Range of Dabur Herb'l Toothpaste, Vatika Oil Shampoo, and Dabur Amla Hair Repair Solutions, and we have also implemented aggressive yet strategic consumer promotions and trade support to ensure that we meet the needs of consumers across the economic spectrum.

4. RESEARCH METHODOLOGY

METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY

Methods for data collection

Secondary Data

Secondary source of data was collected from

Books

Journals

Magazines

Web's big data es

Plan of analysis

Diagrammatic representation through graphs and charts

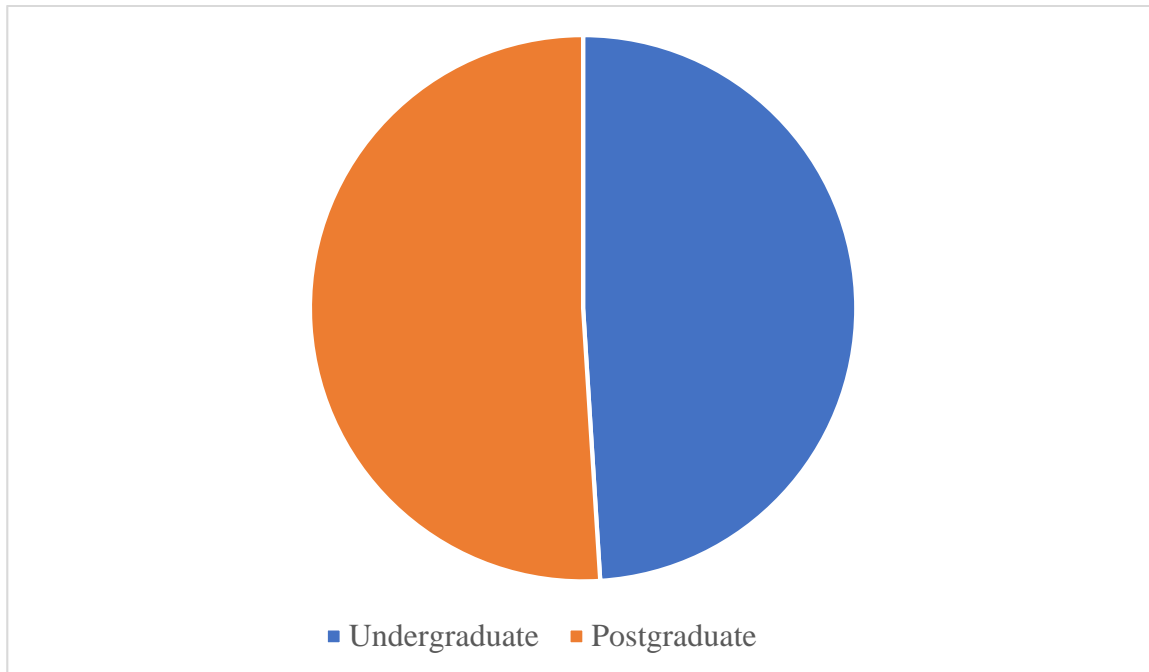
Big data able inferences will be made after applying necessary statistical tools.

Findings & suggestions will be given to make the study more useful.

5. DATA ANALYSIS

3. Education qualification

Categories	Respondents	Percentage
Undergraduate	49	49%
Postgraduate	51	51%

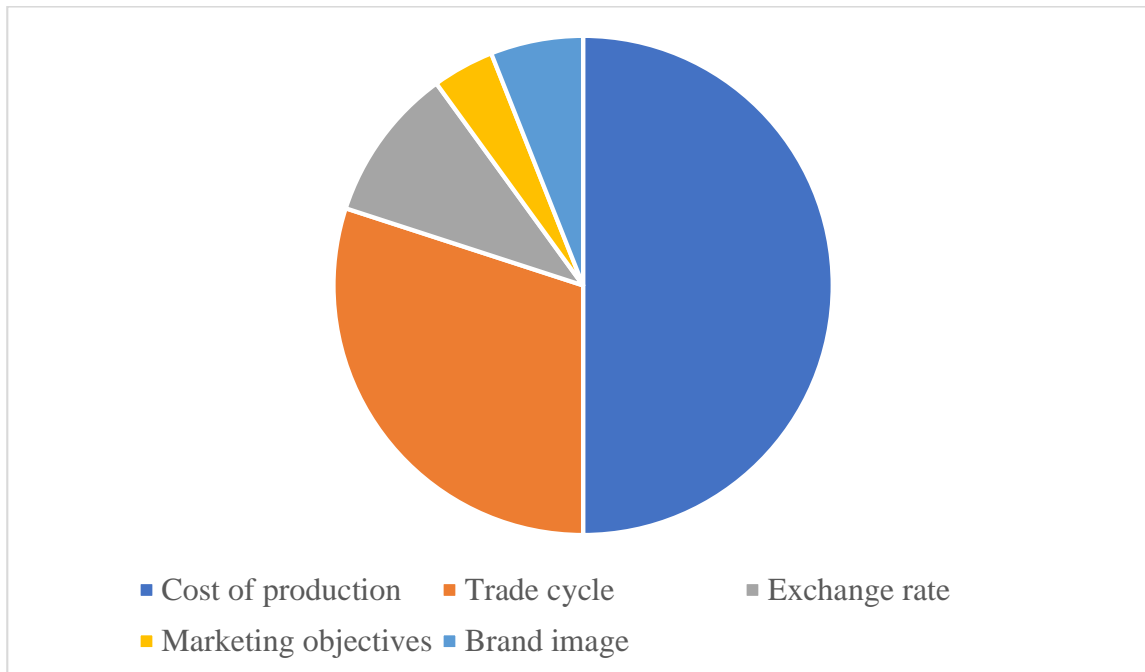


Interpretation:

From what can be seen in the bar graph representing educational levels, almost two-thirds of respondents are in their first year of college, while the remaining third have completed graduate school.

4. factors affecting international product determination

Criteria	Number of responders	Proportion
Cost of production	50	50%
Trade cycle	30	30%
Exchange rate	10	10%
Marketing objectives	4	4%
Brand image	6	6%

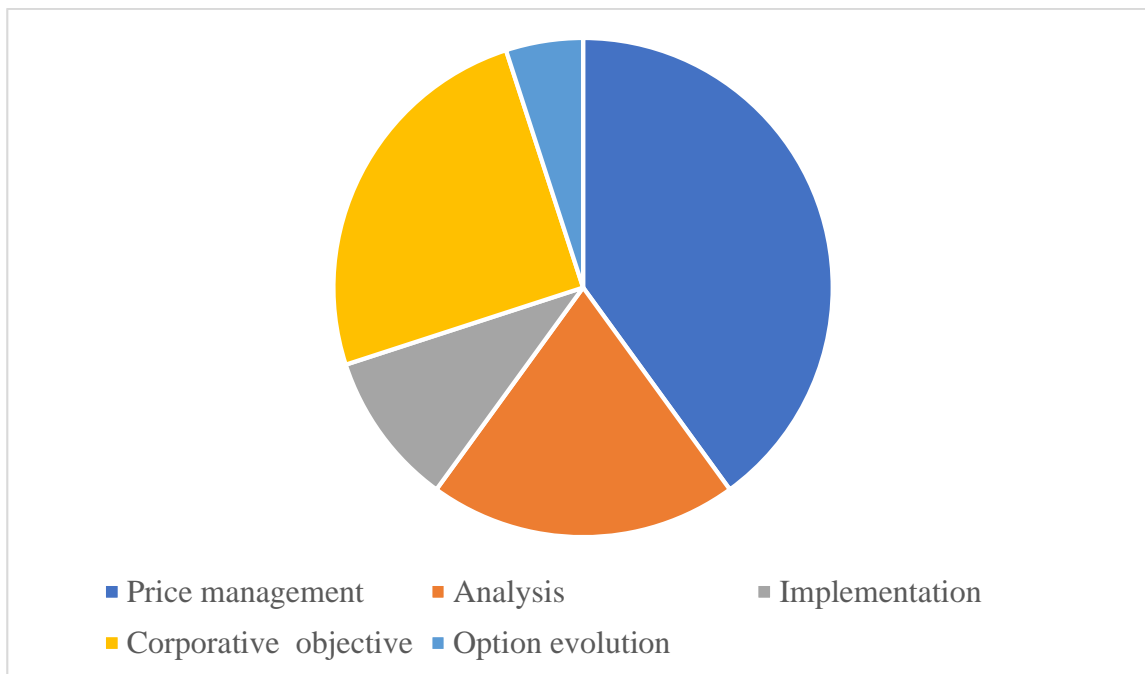


Interpretation

Above the graph shows that factors affecting international product determination. 50% of respondents Cost of production, 30% of respondents Trade cycle , 10% of respondents Exchange rate 4% of Marketing objectives , 6% of respondents Brand image

5. The process of creating and implementing a product strategy

Criteria	Number of responders	Proportion
Product management	40	40%
Analysis	20	20%
Implementation	10	10%
Corporative objective	30	30%

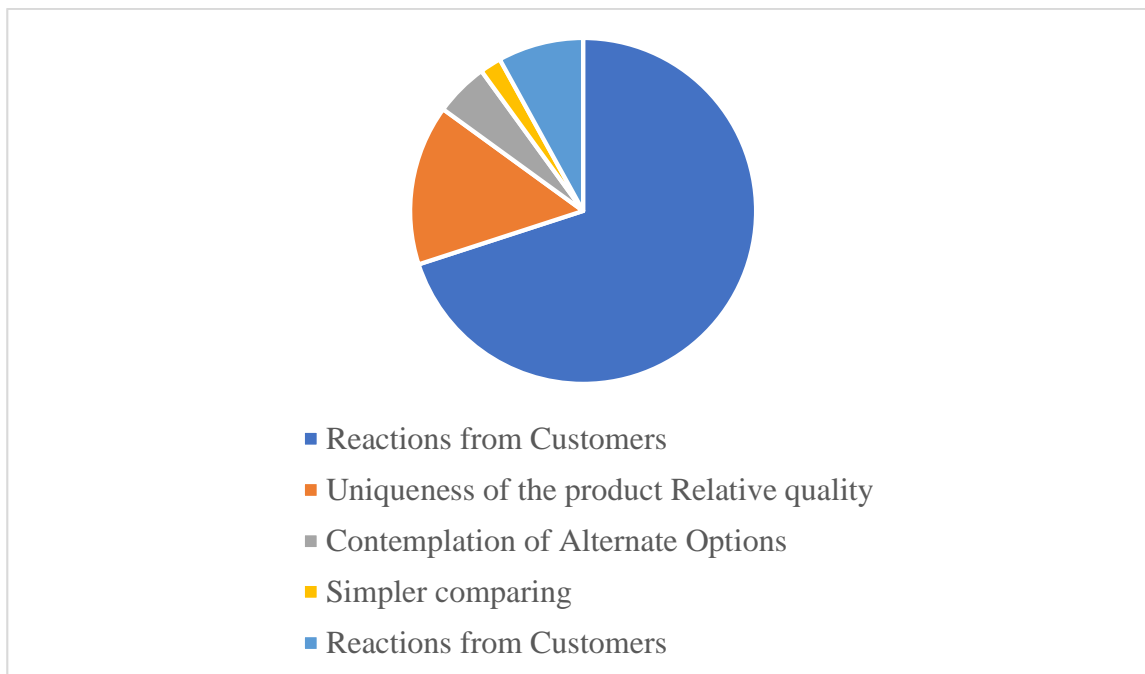


Interpretation

Above the graph shows that. The process of creating and implementing a product strategy. 40% of respondents Product management, 20% of respondents Analysis, 10% of respondents Implementation, 30% of Corporative objective

6. Considerations for Setting Products Abroad (cont.)

Criteria	Number of responders	Proportion
Reactions from Customers	70	70%
Uniqueness of the product Relative quality	15	15%
Contemplation of Alternate Options	5	5%
Simpler comparing	2	2%
Reactions from Customers	8	8%

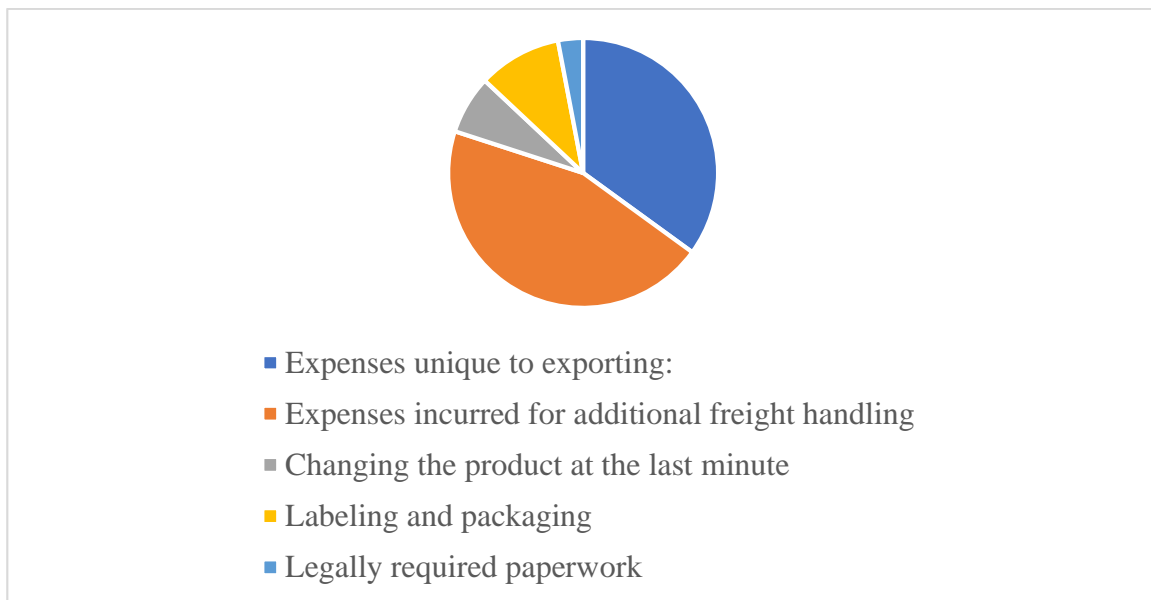


Interpretation

Above the graph shows that . Considerations for Setting Products Abroad (cont.). 70% of respondents Reactions from Customers, 15% of respondents Uniqueness of the product Relative quality, 5% of respondents Contemplation of Alternate Options, 2% of Corporate Simpler comparing, 8% of respondents Reactions from Customers.

7 Indicators that have a role in the setting of products in foreign markets (cont.).

Criteria	Number of responders	Proportion
Expenses unique to exporting:	35	35%
Expenses incurred for additional freight handling	45	45%
Changing the product at the last minute	7	7%
Labeling and packaging	10	10%
Legally required paperwork	3	3%

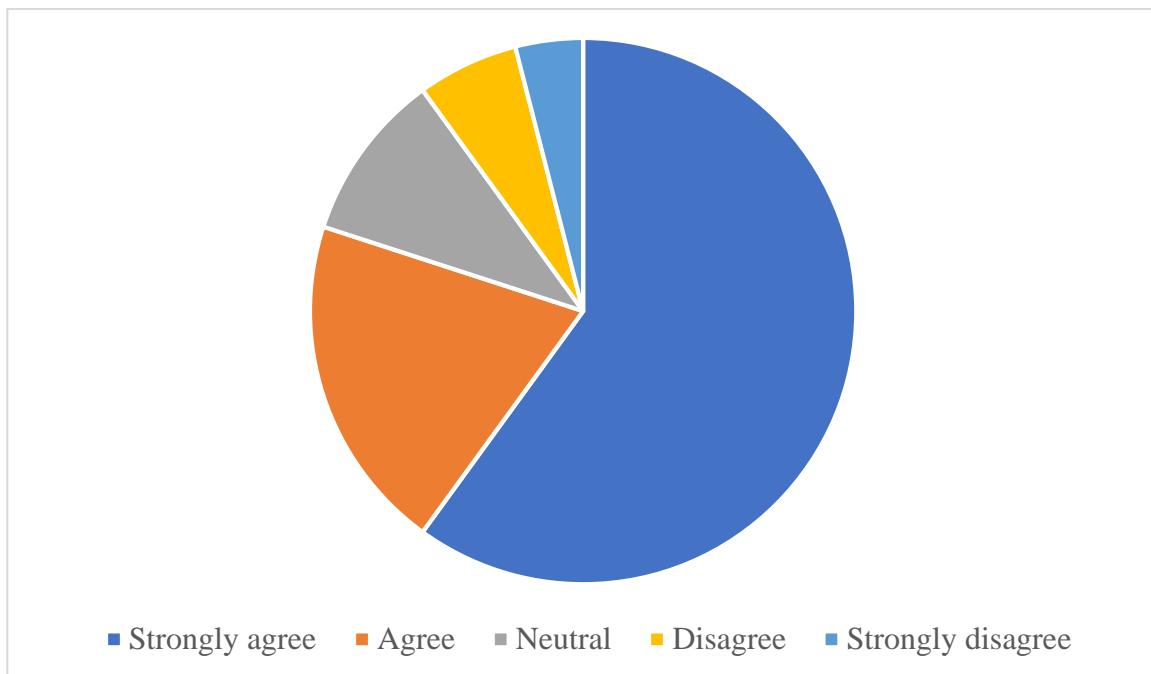


Interpretation

Above the graph shows that Indicators that have a role in the setting of products in foreign markets (cont.). 35% of respondents Expenses unique to exporting, 45% of respondents Expenses incurred for additional freight handling, 7% of respondents Changing the product at the last minute ns, 10% of Labelling and packaging, 3% of respondents Legally required paperwork.

8. Strategies for International Product Development

Criteria	Number of responders	Proportion
Strongly agree	60	60%
Agree	20	20%
Neutral	10	10%
Disagree	6	6%
Strongly disagree	4	4%

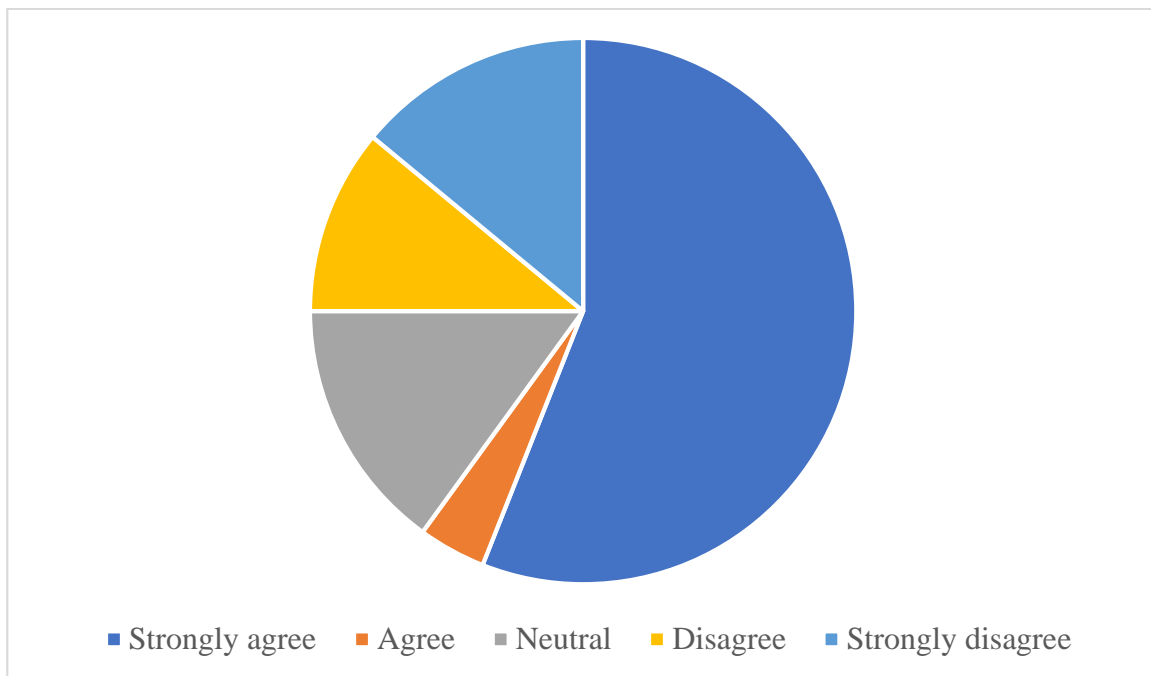


Interpretation

Above the graph shows that Strategies for International Product Development 60% of Strongly agree, 20% of respondents Agree, 10% of respondents Neutral, 6% of Disagree and 4% of Strongly disagree

9. International product and the considerations that go into setting products throughout the world

Criteria	Number of responders	Proportion
Strongly agree	56	56%
Agree	4	4%
Neutral	15	15%
Disagree	11	11%
Strongly disagree	14	14%

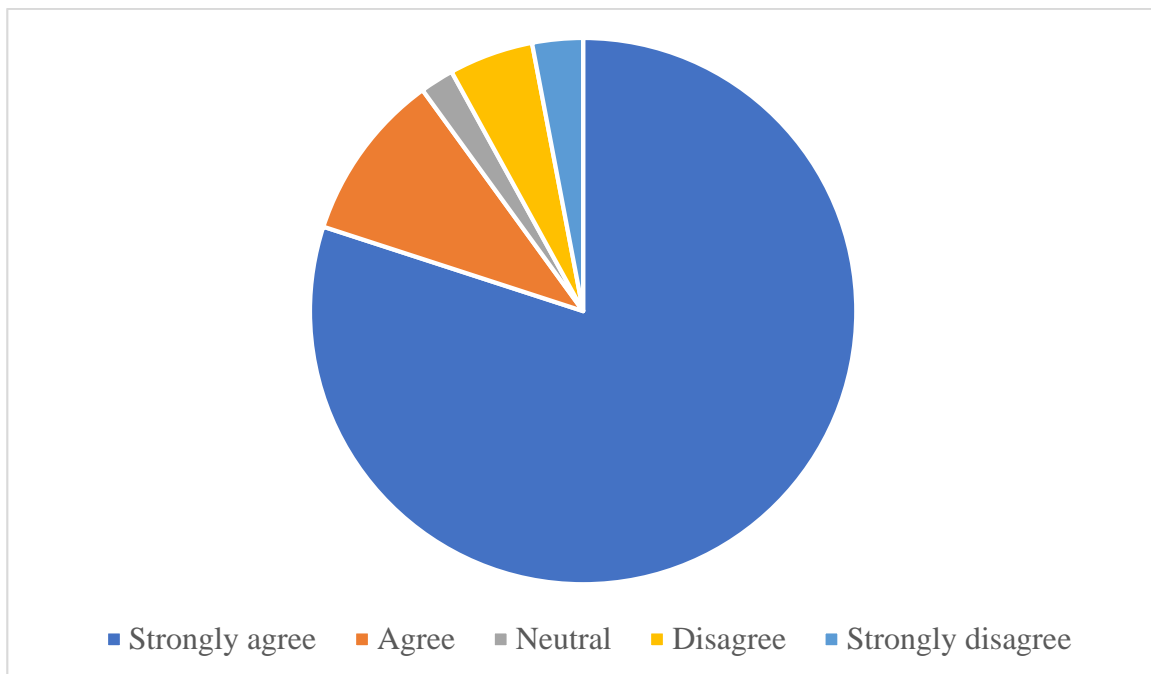


Interpretation

Above the graph shows that international product and the considerations that go into setting products throughout the world. 56% of Strongly agree, 4% of respondents Agree, 15% of respondents Neutral, 11% of Disagree and 14% of Strongly disagree.

10. Costing Strategies and Global Trade.

Options	No. of respondent	Percentage (%)
Strongly agree	80	80%
Agree	10	10%
Neutral	2	2%
Disagree	5	5%
Strongly disagree	3	3%



Interpretation:

Above the graph shows that Costing Strategies and Global Trade. 80% of Strongly agree, 10% of respondents Agree, 2% of respondents Neutral, 5% of Disagree and 3% of Strongly disagree.

6. CONCLUSION

After considering everything about the organization, including its foreign marketing techniques, policies, pricing plans, etc., we have come to the conclusion that it is outstanding in every respect. Sundesh, the company's social activities in Nepal, etc., show that it is committed to doing good in the community, which is essential for developing a devoted client base and a positive reputation as a whole.

The company's wide variety of goods allows it to reach customers of all ages and walks of life. Due in large part to this history, our customers have come to regard them with great respect and loyalty. That's why we know we're getting the finest of the best whenever the Dabur brand name appears on a product.

Dabur's network of distributors is among the best in the industry. To put it another way, Dabur is the number four FMCG firm in India. To be sure, Dabur is one of the most reliable names in the industry. Dabur operates as a multi-level marketing company. Strategies for International Marketing Dabur also does charity work in the form of water management, women's empowerment, and health and hygiene education.

7. REFERENCE

1. Copeland, A., & Shapiro, A. H. (2015). Product setting and rapid technology adoption: The case of the PC industry. *Review of Economics and Statistics*, 98(3), 601-616.
2. den Boer, A. V. (2015). Dynamic product and learning: historical origins, current research, and new directions. *Surveys in operations research and management science*, 20(1), 1-18.
3. Geng, D., & Saggy, K. (2015). External reference product policies, product controls, and international patent protection. Retrieved June 14, 2017 from <https://my.vanderbilt.edu/kamalsaggi/les/2011/08/ERP-Geng-Saggi-Sept-16.pdf>.
4. Gorodnichenko, Y., & Talavera, O. (2017). Product setting in online markets: Basic facts, international comparisons, and cross-border integration. *The American Economic Review*, 107(1), 249-282.
5. Gullstrand, J., Olofsdotter, K., & Thede, S. (2018). Markups and export-product strategies. *Review of World Economics*, 150(2), 221-239.
6. Hallberg, N. L. (2017). The micro-foundations of product strategy in industrial markets: A case study in the European packaging industry. *Journal of Business Research*. 76(July), 2019
7. Hinterhuber, A., & Liozu, S. M. (2014). Is innovation in product your next source of competitive advantage?. *Business Horizons*, 57(3), 413-423.
8. Hollensen, S. (2014). *Global Marketing* (6th ed.). Harlow: Financial Times Prentice Hall.
9. ngenbleek, P. T. M., Frambach, R. T., & Verhallen, T. M. M. (2019). Best practices for new product product: Impact on market performance and product level under different conditions. *Journal of Product Innovation Management*, 30(3), 560-573.

10. Iyer, G. R., Xiao, S. H., Sharma, A., & Nicholson, M. (2015). Behavioral issues in product setting in business-to-business marketing: A framework for analysis. *Industrial Marketing Management*, 47, 6-16.
11. Lowe, B., & Alpert, F. (2016). Product strategy and the formation and evolution of reference product perceptions in new product categories. *Psychology & Marketing*, 27(9), 846-73.
12. Neubert, M. (2018). *Global market strategies: How to turn your company into a successful international enterprise*. Campus Verlag
13. Neubert, M. (2015). Early internationalisation of high-tech firms: Past accomplishments and future directions. *International Journal of Teaching and Case Studies*, 6(4), 353-369.
14. Neubert, M. (2016a). Significance of the speed of internationalisation for born global firms – A multiple case study approach. *International Journal of Teaching and Case Studies*, 7(1), 66-81.
15. Neubert, M. (2016b). How and why born global firms differ in their speed of internationalization – A multiple case study approach. *International Journal of Teaching and Case Studies*, 7(2), 118-134.
16. Neubert, M. (2017). Lean Internationalization: How to Globalize Early and Fast in a Small Economy. *Technology Innovation Management Review*, 7(5), 16–22.