

A PROJECT REPORT ON

BISLERI INTERNATIONAL Pvt Ltd.

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DECLARATION

I, the student of I.M.B.A. of Goa Business School, Goa University, hereby declare that the project entitled “Marketing of mineral water- Bisleri” has been prepared by me towards partial fulfilment of the degree of Bachelors of Business Administration with the help of the internet.

Bisleri

THE TASTE OF MOUNTAIN WATER

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Executive Summary

Package drinking water: The fountain of all life. Even a toddler will tell you it is a prime need of the body. Sixty percent of our body weight is made up of it. Water can also be the cause of much misery. Especially in India, where contaminated water continues to bring down millions of diseases such as diarrhea, dysentery, typhoid, jaundice, and gastro-enteritis. Getting pure drinking water from municipal taps in cities and towns is now a luxury. At home, most people are forced to either boil water or install purifiers. While traveling or eating out in restaurants, buying bottled water has become a necessity. This need has seen an explosion of companies marketing "safe drinking water" in bottles across the country. Now around 100 companies sell an estimated 424 million liters of bottled water valued at around Rs. 200 crores in the country annually. The tradition of bottled water and mineral water is not very old. Even in western countries, the practice of bottled drinking water started in the 1950s. The trend of having mineral water gained ground in the market. Since ancient times people have used water from mineral springs, especially hot springs, for bathing due to its supposed therapeutic value for rheumatism, arthritis, skin diseases, and various other ailments. Depending on the temperature of the water, the location, the altitude, and the climate at the spring, it can be used to cure different ailments. This started the trend of using mineral water for drinking purposes to exploit the therapeutic value of the water. This trend started gaining momentum in the mid-1970s and since then large quantities of Marketing of mineral water-Bisleri bottled water from mineral springs in France and other European The concept of bottled has been quite prevalent in western countries due to greater health consciousness and higher awareness about health and hygiene countries are exported every year. In INDIA with exposure to media and exposure to international lifestyles, deteriorating levels of potable water, an increase in the number of water-borne cases, an increase in awareness about health and hygiene, and other related factors led to the acceptability of the concept of mineral water. The market has not looked back ever since then and has grown leaps and bounds to such an extent that a number of genuine as well as fly-by-night operators have entered it to milk it.

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OBJECTIVE

Through this project, my objective has been to understand the following:

- To know about the current scenario of the bottled water market.
- The reasons for stunted growth in the package drinking water brand.
- To know how the brand BISLERI still rules the bottled water market.
- To know the marketing strategies applied by BISLERI, its manufacturing process its 4 Ps, etc, and what is its impact on the consumers.
- To understand and realize the needs and wants of consumers and how to fulfill them.



Introduction of Bisleri

In 1967, Bisleri an Italian company, started by Signor Felice Bisleri, first brought the idea of selling bottled water in India. It started a company called Bisleri India. In 1969, Ramesh Chauhan, the Chairman of Parle Exports, bought over the brand. In those days, Bisleri packaged drinking water was available in glass bottles.

Being a returnable package owing to various other problems such as breakage and weight, in 1972-73, Bisleri was made available in PVC (Poly Vinyl Chloride) bottles. After this plastic packaging was introduced, things started to change and sales increased rapidly.

The upsurge in the sales of Bisleri started in 1993 as Ramesh Chauhan sold off the Parle stable of brands, including Thums Up, Limca, and Gold Spot. Recognizing the potential of the packaged drinking water market, he then went on to concentrate on making Bisleri a top-selling brand in India.

Marketing and Brands Blog

Bisleri is a brand name synonymous with mineral water in India. It has approximately 60% market share in packaged drinking water in the country. The brand is owned by Parle Company, which bought over Bisleri in 1969 from an Italian company. Initially, Bisleri faced the problem of acceptance from consumers. It was difficult to advertise for a company something like bottled water, which is colorless, tasteless, and odorless. In the mid-eighties company changed its packaging to PET bottles which shows transparency and clear water to consumers. This gave the mineral water market a boost.

In India, water is scarce and quality is poor so initially, the consumers were only foreigners and NRI. Therefore, to increase its customer base, the company came up with a comfortable and affordable price bottle which was a great success and showed 400% growth.

India bottled water market is approx is worth Rs 1,000-1,200 crore (Rs 10 12 billion). Seeing this growth over the years, many new players have entered the market. Amongst them Kindly from Coke, Aquafina from Pepsi, kingfisher, and now Himalayan from Tata are the main players in the industry. There are many

ups and downs in the last couple of years but the brand recall of Bisleri is amazing which helped the company. In order to differentiate themselves from, other players company tries to come up with different and new campaigns at regular intervals.

In the case of food and water, whenever people are suspicious of the quality of the product, they don't eat unhygienic food, and instead of having non-purified water, they prefer to stay thirsty. Bisleri itself seems to play on this need for safety, coining the popular tagline 'Play it safe. The advertising helped differentiate the product from its competitors who, more or less, communicated nothing. Bisleri's seal was also breakaway (hence irreplaceable), even though this manufacturing process of sealing seems to be slow and could clog up the assembly line.

Somewhere along with the now that space was occupied by Aquafina and Kinley. The "safe" breakaway seal was replaced by a regular seal, but the change wasn't communicated and more variants (packaging) emerged. Some of these variants were sold simultaneously. They were manufactured in different parts of Delhi, and one had the website www.bisleri.com printed on it, while the other had www.bisleri.co.in printed. So, the mistake was a complete lack of communication on Bisleri's part. Now they have a new product out a mineral water brand (as opposed to a packaged drinking water brand), and they are advertising it. Still, there are three types of Bisleri bottles in the market in Delhi right now.

Now again Bisleri changed its packaging and came up with a new bottle. It has been a general feeling that Kinley's new packaging is more acceptable by the people as it is easy to grip it. In a packaged water market, where the product is not so differentiated, the company has to constantly innovate new branding techniques, distribution channels, advertising, and in fact new packaging techniques.



How is bottled water different from tap water?

Consistent quality and taste are two of the principal differences between bottled water and tap water. While bottled water originates from protected sources - largely from underground aquifers and springs - tap water comes mostly from rivers and lakes.

Another factor to consider is the distance tap water must travel and what it goes through before it reaches the tap. In compliance with international regulations, bottled water is sealed and packaged in sanitary containers. If a bottled water product is found to be substandard, it can be recalled. This can't happen in the case of tap water.

According to regulations in the US, when bottled water is sourced from a community water system the product label must state so clearly. However, if the water is subject to distillation, deionization, or reverse osmosis, it can be categorized that way and does not have to state on its label that it is from a community water system or from a municipal source.

Processing methods such as reverse osmosis remove most chemical and microbiological contaminants.



Competition

The bottled water industry has two other industries as its biggest competitors of Water purifiers industry and the soft drinks industry. Though the water purifier industry should be credited to have done the spadework, for setting up the foundation of the bottled water industry but still it acts as a competitor, especially in the household and institutional consumption market. So the water purifier is a strong competitor in the household and institutional market the soft drinks market is a strength rather very strong competitor in the retail consumer market.

Bottled water became a product in the West during the 1920s and developed rapidly. The huge market size, numerous local brands, and controlled price mechanism are some of the features of the market there. Consumers in the West are quality conscious and display brand loyalty. Indian consumers lack on both the counts.

In Asia, Indonesia is the largest and the oldest market for bottled water. In India, bottled water is still not perceived as a product for the masses though; the scene is changing slowly thanks to low pricing and aggressive marketing strategy adopted by new entrants. Some surveys show that truck drivers on highways form a major chunk of bottled water drinkers. Penetration in rural areas is another significant factor that is likely to play a key role in the development of the bottled water trade.

In comparison to global standards, India's bottled water segment is largely unregulated. Safe water is rated with a different yardstick in different countries. In India, the aspect has been overlooked for a long. Indian consumers tend to believe that any bottled water is safe water. This may not be the case.

Types of Bottled Water

There are several different varieties of bottled water. The product may be labeled as bottled water, drinking water, or any of the following terms.

Artesian Well Water: Bottled water from a well that taps a confined aquifer (a water-bearing underground layer of rock or sand) in which the water level stands at some height above the top of the aquifer.

Drinking-Water: Drinking water is another name for bottled water. Accordingly drinking water is water that is sold for human consumption in sanitary containers and contains no added sweeteners or chemical additives (other than flavors, extracts, or essences). It must be calorie-free and sugar-free, Flavours, extracts, or essences may be added to drinking water, but they must comprise less than one-percent-by-weight of the final product or the product will be considered a soft drink.

Mineral Water: Bottled water containing not less than 250 parts per million total dissolved solids may be labeled as mineral water. Mineral water is distinguished from other types of bottled water by its constant level and relative proportions of mineral and trace elements at the point of emergence from the source. No mineral can be added to this product.

Purified Water: Water that has been produced by distillation, deionization, reverse osmosis, or another suitable process can be labeled as purified bottled water. Other suitable product names for bottled water treated by one of the above processes may include "distilled water" if it is produced by distillation. "de-ionized water" if the water is produced by deionization, or "reverse osmosis water" if the process used is reverse osmosis.

Sparkling Water: Water that after treatment and possible replacement with carbon dioxide contains the same amount of carbon dioxide that it had at emergence from the source.

Spring Water: Bottled water derived from an underground formation from which water flows naturally to the surface of the earth. Spring water must be collected only at the spring or through a borehole tapping the underground

formation to find the spring.

Well Water: Bottled water from a hole bored drilled or otherwise constructed in the ground, which taps the water of an aquifer.



Growth in Bottled Water Industries:

- It was in 1967 that BISLERI set up a bottling plant for manufacturing and marketing its mineral water, which failed badly.
- In 1968-69 the brand " BISLERI" was sold to the "Parle group" by the Italian company, Parle group launched BISLERI soda and mineral water, but again the concept failed as the Indian customer was not ready to buy water in bottled form.
- The market remained dormant for the next two decades (i.e. from 1970 to 1990) the market throughout this period was formed mainly by the premium segment like five-star hotels.
- In the early 1990s was the onset of liberalization policy, and the sell-off of major soft drinks brands, BISLERI was compelled to test the waters again.

- Today the demand for bottled water is increasing at a much higher rate than that for carbonated soft drinks. The market size of bottled water is expected to surpass the size of the soft drinks market in near future. HLL, which too has identified bottled water as a growth area of the future, is presently looking for some suitable brand for acquisition. Britannia too evinced some initial interest in the market but now seems to have postponed its plans. The existing players too are set to expand their distribution network to have their presence across the country.

- The market is also expected to undergo a major consolidation phase. As one of the major factors that are important for success in the market is the distribution network, the players with deep pockets are expected to go for acquisition of existing small regional players to spread their network across the country. Already Coke has tied up with Yes for manufacturing of its brands in areas where it doesn't have a presence.
- Though Coke and Pepsi have both, a well-established distribution network as well as bottling & manufacturing plants, they seem to be at advantage but players like HLL and Nestle with strong financial muscle can easily turn the tables in their favor through the acquisition route.

BISLERI TODAY

BISLERI values its customers & therefore has developed 8 unique pack sizes to suit the need of every individual. We are present in 250ml cups, 250ml bottles, 500ml, 1L, 1.5L, 2L which are the non-returnable packs & 5L, and 20L which are the returnable packs. Till date the Indian consumer has been offered BISLERI water, however in our effort to bring to you something refreshingly new, we have introduced BISLERI Natural Mountain Water - water brought to you from the foothills of the mountains situated in Himachal Pradesh. Hence our product range now comprises two variants: BISLERI with added minerals & BISLERI Mountain water,

It is capturing its market in India as well as other continents. Bisleri has been no 1 and is capturing the Indian market by providing the best quality over a period of a long time. None of the water products in the line are able to compete with BISLERI and thus BISLERI stands unique in the market.

Bisleri's commitment is to offer every Indian pure & clean drinking water. BISLERI water is put through multiple stages of purification, ozonized & finally packed for consumption. Rigorous R&D & stringent quality controls have made BISLERI a market leader in the bottled water segment.

BISLERI'S endeavors to maintain strict quality controls each unit purchase performs & caps only from approved vendors. BISLERI produces its own bottles in-house; & has recently procured the latest world-class state-of-the-art machinery that puts them at par with international standards. This has not only helped them improve packaging quality but has also reduced raw material wastage & doubled production capacity. You can rest assured that you are drinking safe & pure water when you consume BISLERI. BISLERI is free of impurities & 100% safe. Enjoy the Sweet taste of Purity!

The Timeline of Bisleri

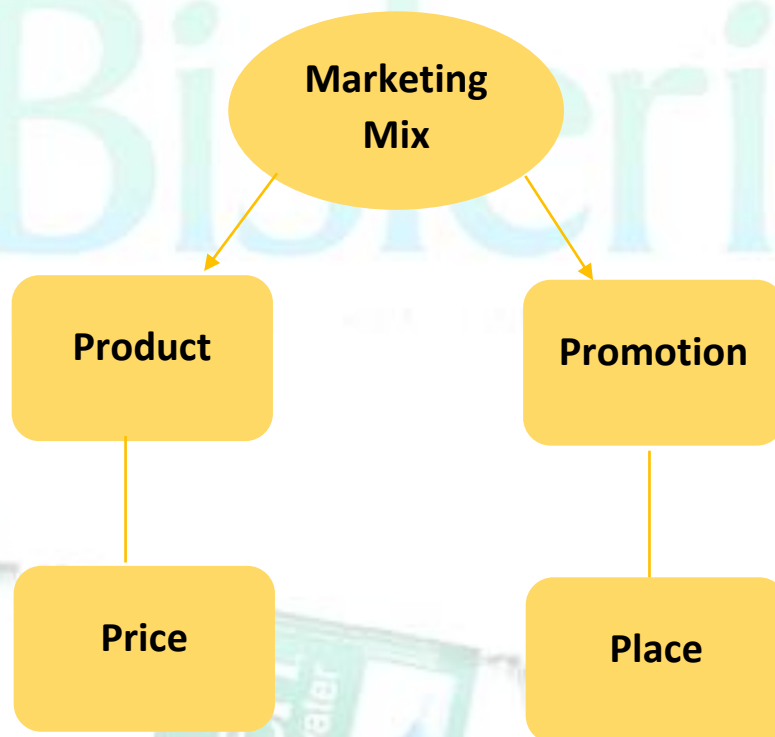
- **1969:** Buys Bisleri bottled water from an Italian company, Felice Bisleri. It was bottled in glass bottles then.
- **Early-1980s:** Shifts to PVC bottles. Sales surge
- **The mid-1980s:** Switches to PET bottles, which meant more transparency and life for water.
- **1993:** Sells carbonated drink brands like Thums Up, Gold Spot, and Limca to Coca-Cola for Rs 400 crore.
- **1995:** Bisleri launches a 500 ml bottle and sales shoot up by 400 percent.
- **2000:** Introduces the 20-liter container to bring prices down from Rs 10 a liter to Rs 2 a liter.
- **1998:** Introduces a tamper-proof and tamper-evident seal.
- **2000:** BIS cancels Bisleri's license of water bottling in Delhi since some of the bottles did not carry the ISI label; the license is restored one-and-a-half months later.
- **2002:** Kinley overtakes Bisleri. The national retail stores' audit by ORG-MARG shows Kinley's market share at 35.1 percent compared to Bisleri's 34.4 percent.
- **2003:** Bisleri says it plans to venture out into Europe and America to sell bottled water
- **2006:** Bisleri changes its design and packaging from **blue to green**, thus differentiating itself from the competition.
- **2011:** Bisleri launches **Club Soda**
- **2012:** Vedita Reinvented
- **2013:** Bisleri launches "Kiss to Drink" campaign to promote 500ml bottles and encourage every individual to buy and kiss their own 500ml Bisleri bottle
- **2016:** Bisleri launches four fizzy soft drinks – Spyci, Limonata, Fonzo, and Pina Colada
- **2016:** Bisleri launches 'Rockstar', a 300 ml bottle of mineral water
- **2018:** Bisleri Launches Fonzo, a beverage that has a unique combination of tasty mango juice and refreshing fizz.



Marketing Mix

According to Philip Kotler "marketing mix is the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the targeted market"

In simple words, a marketing mix is the combination of four basic elements/ ingredients under one head. The 4Ps i.e., Product, Place, Price, and Promotion.



PRODUCT

BISLERI values its customers & therefore have developed 8 unique pack sizes to suit the need of every individual. They presently have 250ml cups, 250ml bottles, 500ml, 1L, 1.5L, and 2L which are the non-returnable packs & 5L, 20L which are the returnable packs.

Products Produced by BISLERI



BISLERI with added Minerals BISLERI Mineral Water contains minerals such as magnesium sulphate and potassium bicarbonate which are essential minerals for healthy living. They not only maintain the pH balance of the body but also help in keeping all you fit and energetic at times.

Bisleri Mountain Water

BISLERI Natural Mountain emanates from a natural spring, located in Uttaranchal and Himachal nestled in the vast Shivalik Mountain ranges. Lauded as today's 'fountain of youth', BISLERI Natural Mountain Water resonates with the energy and vibrancy capable of taking you back to nature. BISLERI Natural Water is bottled in its two plants in Uttaranchal and Himachal Pradesh and is available in six different pack sizes of 250ml, 500ml, 1 liter, 1.5 liter, 2 liter, and 5 liters.

Himalayan Water The water that almost descends from the Gods:

The Himalayas, the abode of the Gods, where the earth meets the heavens and where in lies nature's untouched bounty. White glaciers, snow-capped mountains, and a plethora of exotic herbs and other flora have therapeutic properties. This is where you'll find a treasure trove of hidden natural spring water that flows through natural purifying filters, mineral-rich rocks, and herbs from which it absorbs many healing properties. We bottle this pristine spring water directly at the source, at the foothills of the Himalayas.

And now the customers will get every drop of purity, right here, in this bottle. BISLERI Mountain Water is available in 500ml. bottles & 1 litre bottles.

Quality

In an endeavor to maintain strict quality controls each unit purchases pre-forms & caps only from approved vendors. BISLERI produces its own bottles in-house; they have recently procured the latest world-class state-of-the-art machinery that put them at par with international standards. This has not only helped BISLERI improve its packaging quality but has also reduced raw material wastage & doubled production capacity. You can rest assured that you are drinking safe & pure water when you consume BISLERI. BISLERI is free of impurities & 100% safe. Enjoy the Sweet taste of Purity!

The machines which are used for the blowing and filling of the bottles are also cleaned twice a month. All the tanks are also cleaned by the use of chemicals.

There is an online monitoring system where the batches of bottles are shown and once the batch crosses a certain limit, an alarm is heard. Every day almost one lakh bottles are passed through the monitoring system. Moreover, in case there is a problem regarding the batch, for example, the cap seal of a particular bottle is not there or labeling is not done properly, the system records that and immediately the production is halted. This is followed as per the Bureau Standards and if any mistake occurs then the whole batch is discarded.

This shows that the whole batch is replaced and stopped which indicates high-quality control. Even practically every 2 days testing and sampling of the water and its bottles are done in the market and in their Quality Department to check in case anything is wrong or not. In fact there is a quality checker under the quality department for the final checking done of the water before it is entered the market.

There is also a warehouse where the 20-liter bottles are kept for 48 hours to allow the ozone to settle in them. This helps in the prevention of any germs or harmful chemicals and also purifies the water. The cost of quality undoubtedly is very efficiently taken care of in BISLERI, there are times when the cost of

quality increases i.e. in the rainy seasons the cost increases because the water is purified twice as the normal seasons as sometimes the water might be dirty due to the rains, bisleri doesn't take any risks and does not compromise with their quality.

Creativity:

BISLERI has a separate creative department that promotes the different sizes of bottles. They have introduced new mountain water which is in a hexagon. shaped bottle and is a new up-gradation done by them. This helps in attracting new customers and creates a new sensation in the market. Also 2 years ago a new soda bottle was introduced which was named as BISLERI Fizzy bringing a huge demand among customers.

Moreover, the creative department has an expansion scheme which was introduced in October 2008 which was a compact and ideal gift for the customer. This includes a 20litre bottle, 2 fridge bottles, a 1.5-liter bottle, and a 250 ml bottle with a fridge stand. This experiment for a month and resulted in a lot of demand.

Value Engineering is redesigning the product already existing. The redesigning of the bottle has definitely taken place in BISLERI. Earlier they had a blue-coloured bottle and then to bring in a different change, BISLERI decided to redesign the bottle to green colour.

Old Bottle



New Bottle



Labeling

Labeling plays a very important role BISLERI takes good care about the labeling as it tries to create and come up with an exciting and attractive label as it will attract the customers; also labeling plays an important role as it gives a lot of information about the product; like what are the contents of a bottle how is it made what does it consist, etc. Also, labeling gives a lot of information about the product i.e. the price of the product; manufacturing date; expiry date, etc.

PRICE

Price plays as very important role as it is the only P that helps in getting revenue:

- Firstly one can explain the factors which affect the pricing decision i.e.

- Price is directly related to

1. Demand
2. Competition
3. Break-even Point.

- Secondly, if there is a novel product or almost no competition, one can go for a higher price in the beginning, and make good profits to face competition and innovations at a later date.

- However, if you are entering a competitive market your entry prices should be low to ensure big volumes to earn reasonable profits.

In the beginning, BISLERI had no competition, so the price of BISLERI was high, gradually the promoters dropped the price.

- Buy Huge quantity at a cheap rate, after confirming demand and sell at a cheap price, make them addictive, then gradually increase the price)

BRAND	PACKAGINGS	PRICE (in Rs.) Per bottle
BISLERI	20 Litre	90
	5 Litre	65
	2 Litre	30
	1 Litre	20
	500 ml	10
	250 ml	5

Customer Delight

BISLERI is in the business to serve the customer. It deserves the best quality and presentation at a worth price. They have world-class quality, at the lowest production & distribution cost. This makes them unbeatable leaders and helps them in having satisfied loyal customers. BISLERI values its customers & therefore has developed 8 unique pack sizes to suit the need of every individual. At present, they provide 250ml cups, 250ml bottles, 500ml, 1L, 1.5L, and 2L which are the non-returnable packs & 5L, 20L which are the returnable packs. For the customers, bisleri has come up with a new scheme called the "REDUMTION" scheme designed especially for the customers. In the Redumtion scheme, BISLERI provides for Rs 300 a 20ltBISLERI bottle, 2 fridge bottles, a 1.5l bottle, a 250ml bottle and a fridge stand.

PLACE

BISLERI has a specific distribution channel which they follow:

Distribution Channel

BOTTLING PLANT

STOCKIST

DISTRIBUTORS

RETAILER

From the manufacturing plant, the bottles will come directly to the stockiest. Taking out the C&F agent from the distribution channel, so as to increase the margin to other elements in the chain

The whole MUMBAI area is been divided into 4 zones: SOUTH, WEST, CENTRAL and NORTH.

The total number of stockiest would be 12.

In the area of SOUTH MUMBAI, there would be 2 stockists, one in the area of FORT and the other in the area of MUMBAI CENTRAL. In the case of FORT it will require 5 distributors covering the area from DADAR to C.S.T and WADALA to C.S.T. The other stockiest at MUMBAI CENTRAL will require 2 distributors to cover the area from DADAR to CHURCHGATE.

In the area of west MUMBAI, there would be 3 stockists in the area of ANDHERI, BORIVALI & VIRAR, Covering the area from MAHIM to DHANU road. In the area of Mahim to Andheri 5 distributors would be there, In the area of Jogeshwari to Dahisar 5 distributors would be there, in the area of DAHISAR to DAHANU road 4 distributors would be there.

In the area of CENTRAL MUMBAI, 4 stockists would be needed. The stockiest would be in GHATKOPAR, KALYAN, AMBERNATH, and TITWALA. The stockist in the GHATKOPAR would cover the area between MATUNGA to MULUND. The stockiest in KALYAN would cover the area between THANA to and KALYAN and it would require 3 distributors. The stockist in AMBERNATH would cover the area from KALYAN to KARJAT. A stockiest in TITWALA would cover the area from KALYAN to KASARA and would require 3 distributors.

In the case of NORTH MUMBAI, there would be 3 stockists. It would cover areas of PANVEL, URAN, ALIBAUG, PENN, MAHAD, and VASHI. In the area of PANVEL stockiest, 3 distributors would be needed and in the area of MAHAD stockist, it would require 3 distributors and the same is the case with Vashi. In the case of KHOPOLI and ALIBAUG direct water would be supplied to the distributors.

Promotion

Positioning: Playing Safe

Target audience: Health and hygiene-conscious people

Personality: Guardian, Authoritative, Reliable

Punch Line: "Play Safe"

To keep your company humming with profitable work, it's vital to advertise your services. Your company is going to require the maximum exposure you can afford. This constant exposure will alert potential customers to who you are and where you are when they need a sign. By positioning YOUR name at their fingertips and even literally displaying it in front of their eyes, they'll call YOU for identification products and services.

There are all types of promotions. They range from direct mail, word of mouth, and advertising in newspapers and telephone directories to radio and T.V. spots, cold calls and telemarketing. Whatever the medium, consider the cost. Advertising will usually is an expense that remains in your budget.

Bisleri follows different promotion strategies and uses different ways to promote their product like

Advertisements

Advertisements are paid and electronic way of communication i.e. to convey the message to the customers, bisleri comes up with different and attractive advertisements on televisions and cinema halls to attract customers today advertisements really attract the customers and by looking at the attractive advertisement people buy the product more.

Direct Mail

Direct mail is an avenue of promotion that targets a definite audience with a specific letter, brochure, or offer. Different potential customer groups have various needs that can be “bull’s-eyed” with a distinct service or product. For instance, we can draft a personalized letter to hotels, gyms, canteens and a different message to offices. In hotels where consumption of water is more as compare to the office so we can give them additional discount and better services compare to the office. In the case of the office where there is less consumption of water and less availability of space, we can promote our 5-liter jar, 10 liters jar, and 20-liter jars.

The brochure or letter should contain information about our product, which we want to target and which is different and better than other products. In the case of bottled water we can differentiate our product from others through the quality of water, price, packaging, and service which is very important.

In a country like India where religion and festivals play an important role in one’s life, we can send postcards or greeting cards to not only our own customers but also to prospective customers.

Building and Vehicle Identification

Our OWN signs are an advertisement in them. For example, a van or a tempowhichh is green in color then all know that it is BISLERI cargo service’s van or tempo, same in the case of coca-cola it is red color and blue in case of Pepsi.

Price packs

A banded pack is two related products banded together for example toothpaste and toothbrush. In the case of summer where in India the climate is very humid and hot, and consumption of water is also high, so in that case, with the purchase of every 1 liter bottle a free cold tissue paper can be provided.

Bisleri

1 LITER BOTTLE 100% PURE MOUNTAIN WATER



SWOT Analysis of Bisleri



Strengths in the SWOT Analysis of Bisleri

- **Recall:** Bisleri is very known for its water-packaged drinking water across the world. This has made it easier to maintain a very strong brand recall in the minds of the consumers. This brand is so famous that it has become associated with mineral water. This is a huge achievement for the company, as its ideals and ideologies have strongly resonated with the consumers. This has also gained the confidence of the consumers in the product.
- **Quality:** Bisleri has always insisted on the quality of water and has never sacrificed it. According to the company, Bisleri water is 100% healthy. They also introduced a breakaway seal to ensure purity.
- **Innovation:** They have always been dedicated to developments within their goods. They were the ones that switched from glass bottles to PET bottles to ensure consistency. The PET bottles are 100% recyclable. In order to preserve purity, they introduced the breakaway seal. They also introduced hexagonal bottles for improved storage,

balancing, and use. They introduced large family packs for use in households and workplaces.

- **Market Share:** Bisleri is the market leader in India with 24.6 percent. Bisleri has already established itself as an addition to Aquafina and Kinley, Bisleri enjoys a rather comfortable place in the market share of the region.
- **Effective Way of Branding:** Bisleri is the most preferred brand among customers. Bisleri is branding its products through wall paintings, Hoardings, Banners, and posters in Retail Outlets. In addition, the colors used are such that they are visible even on the highways as the cars travel far. As a consequence, the branding operation helps in a high average turnover.
- **Wide Network and Plants:** Bisleri has 135 Plants and 3000 distributors and above 5000 trucks for distribution.
- **Use of Modern Methods of Selling:** Bisleri has its own E-Commerce Platform and is also available through Flipkart, Big Basket, Amazon, Grofers, etc.

Weaknesses in the SWOT Analysis of Bisleri

- **Route Selling System:** The route-selling system used by Bisleri is more costly than the traditional method. This raises prices and reduces profits and market share.
- **Repacking Bisleri Bottles:** A number of locals collect Bisleri bottles and refill them with local unclean water and sell them. This decreases Bisleri's brand value and can prove dangerous during consumption.
- **Human Error in Testing:** Since water is tested by humans there can be human errors in manufacturing. This hurts the image and credibility of Bisleri. Bisleri has lost its permission to manufacture and pack mineral water in Noida Unit due to Production Errors.

- **High Demand:** Bisleri is unable to fulfill the total demand of the country. Demands are very high and production capacity is less. Bisleri is unable to reach the market potential of South India as well as of the different pockets of India. Hence this weakness can be converted into profits if they will increase their production capacity.

Opportunity in the SWOT Analysis of Bisleri

- **Expansion:** In order to raise market sales and earnings, Bisleri will grow its reach to various new emerging markets. Europe and the Middle East are profitable choices for Packaged drinking water.
- **Growth Trends:** Bottled water rose by 23-25% relative to last year, almost twice the growth rate of carbonated beverages. This demonstrates that there is still a tremendous opportunity in the region.
- **Premium Segment:** Premium filtered water may be introduced for 5-star hotels and high-end clients. It can also diversify its target audience and cash in this market.
- **Matching demand and supply:** The daily supply and refueling capability of Bisleri is a huge challenge for any supplier to switch to products other than Bisleri. The more volume Bisleri has, the more competition it can dominate, and the more it will be able to balance demand and supply. This is going to boost its sales massively.

Threats in the SWOT Analysis of Bisleri

- **Intense Competition:** Indian markets are becoming crowded in packaged drinking water segment. Giants such as Pepsi, Coca-Cola, and Tata Global Beverages have introduced bottled mineral water in the region. This will influence Bisleri's market share and therefore reduce its earnings and sales.

- **Local Players:** Since the barriers to entry for the bottled drinking water market are very tiny, there are several entrants that have grown up in different areas. Since they have a smaller business than Bisleri, they are in a position to offer consumers better prices and to win the demand in their pockets.
- **New Entrants:** There are many other giants monitoring India's lucrative mineral water industry. Tata, Nestle, and HUL are all looking at this sector. It will boost competition to the next stage.
- **RO & Water Purifiers:** The rise in sales of water filters, purifiers, and ROs in the nation can directly affect the business of Bisleri. People like their home water when they go to purchase filtered water from a retailer. And as the rates of such filters are declining, the threats are increasing.
- **Counterfeiting:** Illicit and unauthorized producers package their products close to Bisleri and distribute them around various destinations. This can be a major threat to Bisleri.
- **Government Rules and Regulations:** Government Norms for Packaged Drinking water and the use of Plastics can directly affect the business of Bisleri.

CONCLUSION

This report on Bisleri International Pvt Ltd. Has helped me in understanding various concepts and applications related to operations management and relevance to the organization. It also gave me a deep insight into the fact that all these aspects are crucial to the organization. This analysis, processes, review, and recommendations provided in the report were a great learning experience for me and I hope to reflect this learning in our future endeavors at work.

It is one of the best brand in the world. It also has the highest market shareholder. As it has high market shareholders it is popular among the people. It is also one of the most trusted company.

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Bisleri

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