



## **Life of Bisleri: Case Study**

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### Abstract

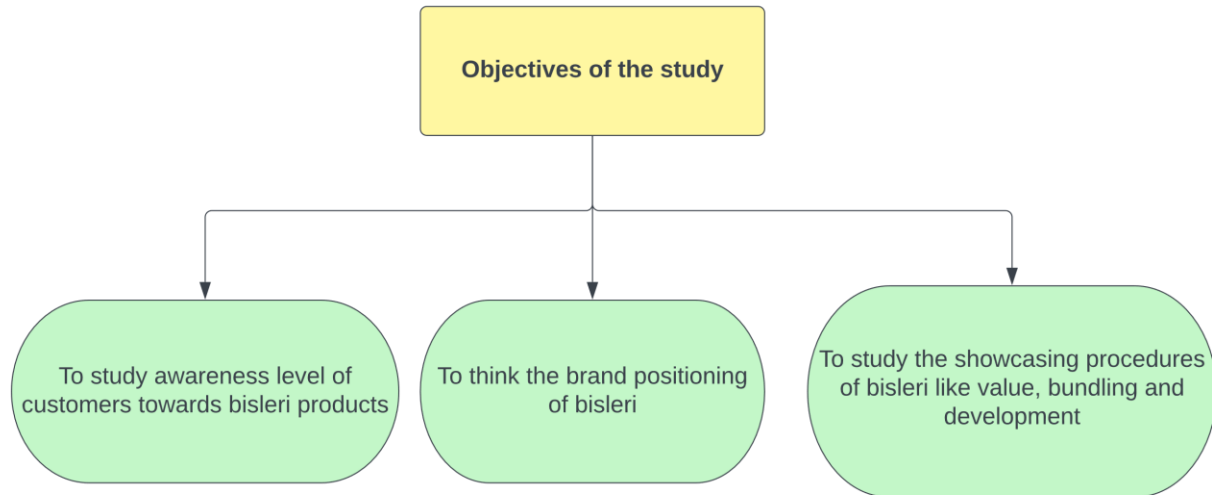
Ramesh Chauhan, who has been extending Bisleri techniques since 1995, predicts that income will repeat more than 20 times over the next 10 years and that the typical development rate is 40% over retro. Bisleri is known to operate 13 plants. There are 11 other places in India: Andheri, Devanahalli, Poonamalle, Ghaziabad, Jaipur, Shivajimarg. In 2009–2010, Bisleri aims to build four new factories. 60% of the sorting market is under Bisleri's control. "Bisleri" predominance and Bisleri behavior founded filtered water in India, making the brand Bisleri famous and similar to mineral water. The company intends to become international but is presently just nationally active. The marketing strategies used by this company is unparalleled and hence it has proved itself to be a top market dominator in its field. The paper illustrates these strategies to prove its market dominance.

### Purpose of study

The necessity of doing this research is a result of an array of different circumstances. To begin, the purpose of this project is to explore the ways in which buyers discern between brands in a variety of settings. Understanding this is vital for businesses, as it may assist them in better customizing their marketing efforts to better reach the people they want to communicate with. The second objective of the research is to obtain an understanding of the future customers of an organization. This information is useful for the production of novel goods and services that are in accordance to the requirements of the market. In addition, the research will investigate the distinctive channel that is capable of delivering adverts to the greatest number of individuals in the target audience. Last but not least, the research will investigate the competitiveness that exists in the mineral water sector. This is an essential component for businesses like Bisleri, who must keep one step ahead of their rivals in order to preserve their place in the market.

This research is noteworthy because it provides great insights into the mineral water market and the consumer behavior that drives it. Overall, this investigation is significant because it provides valuable insights.

### Objectives



#### Brand awareness of Bisleri products:

It is critical for the Bisleri steadfast to conduct a research to determine the degree to which consumers are familiar with the company's product line since this provides insight into the degree to which the Bisleri brand is recognized by prospective clients. When consumers are aware of a brand to a greater degree, it increases the likelihood that they will buy the company's wares since they are already familiar with the brand. On the other side, low levels of awareness could be an indication that the firm should concentrate on its marketing techniques in order to improve customer recognition of the brand and attract new customers.

#### Brand positioning of Bisleri:

Bisleri has solidified its position as a market leader in “the bottled water sector” in India. The company holds a market share of sixty percent and has earned a reputation for reliability and high-quality products. The company has positioned itself to be the best option for customers who place a premium on the cleanliness and safety of the drinking water they purchase. The positioning of the Bisleri brand is centered on providing clients with drinking water that is pristine, risk-free, and stimulating, with an accent on the significance of enough hydration to one's entire well-being and overall health.

#### Brand value, bundling and development of Bisleri:

Bisleri has solidified its position as a market leader in the bottled water sector in India. The company holds a market share of sixty percent and has earned a reputation for reliability and high-quality products. The company has positioned itself to be the best option for customers who place a premium on the cleanliness and safety of the drinking water they purchase. The positioning of the Bisleri brand is centered on providing clients with drinking water that is pristine, risk-free, and stimulating, with an accent on the significance of enough hydration to one's entire well-being and overall health.

#### Generalization of Bisleri

Bisleri has solidified its position as a leading brand in the industry and has grown to the point where it is recognized by virtually everyone in India. Because of the company's dedication to maintaining high standards of quality and cleanliness, customers have come to regard it as the premier brand in the packaged water sector in India,

where it holds a market share of sixty percent. The expansive plant and infrastructural capabilities of Bisleri enable the company to generate and store water on a huge scale, which is beneficial for the company's commercial activities.

Despite the fact that Bisleri has a high level of brand recognition and a solid reputation, the company confronts competition from smaller companies who provide items that are comparable but at cheaper rates. In addition, the corporation has had trouble locating and putting into practice successful marketing techniques that differentiate its products in the market. In addition, the government has imposed limitations on Bisleri that restrict the amount of water that may be produced by the company.

In spite of these difficulties, Bisleri has continued to broaden its company and investigate new market opportunities outside of India, including those in the United States of America, Europe, and the United Arab Emirates. The growing demand for packaged drinking water and the possibility of additional product expansions as a result of Bisleri's great brand awareness are two of the growth prospects that are available to Bisleri. However, the organization must continue to work on improving its weaker aspects, such as expanding its customer base and enhancing its marketing methods. In the field of bottled water in India, Bisleri continues to be recognized as a respected and dependable brand overall.

### Theory

In India, Bisleri is an internationally recognized manufacturer of mineral water that is praised for having a flavor that is both pure and enticing. Over the course of more than half a century, the product has provided Indian consumers with superior water suitable for drinking. Because Bisleri places such a high priority on maintaining both its product's quality and its level of purity, the firm has gained a reputation for being reliable and trustworthy as a supplier of potable water. An Italian businessman named Felice Bisleri established the company in the year 1965 in Bombay, India, with the purpose of producing and marketing mineral water. Since that time, the company has grown significantly to become a well-known brand in the bottled drinking water sector in India. They now have a significant presence in over 120 sites around the country.

Bisleri International Pvt. Ltd. is India's leading ISO 9001 BIS and W.H.O verified mineral water Company, and it is also the country's second preferred brand for ice refreshments. Both of these certifications are held by the World Health Organization. It has been around for the better part of four decades and produces mineral water for India. The companies AQUAFINA, KINLEY, BAILLEY, KINGFISHER, MC DONALD, and ROYAL CHALLENGE are the most major competitors in the market for filtered water. There is a healthy level of competition between each and every one of these organizations. The Bisleri International Pvt. Ltd., Bangalore unit is a privately held subsidiary of the company's Mumbai-based parent company. The actual users of Basler's business include Nokia, other programming companies, government offices, Indian railroads, and family groups or basic people. The competition between various companies is rather enormous according to all the predictions.

The packaged drinking water sector is one that Bisleri owns a significant portion of, namely in India, where they hold a 60% market share. In addition to this, the remaining forty percent of the market share belongs to other companies in the water sector. India is said to be the tenth largest consumer of filtered water according to several data reports. The company projected ten billion rupees in revenue for the coming year. (Rs1000 Cr). Currently, the contemporary sections of India are developing the quickest. somewhere between the years 1999 and 2004. The Indian market for filtered water generated a compound annual growth rate of 25 percent, which is the most impressive on the globe. According to the water filter manufacturers mentioned above, the amount of filtered water that is manufactured in India is massive by international standards.

There are around 200 brands, which accounts for approximately 80% of the neighboring options. The great majority of manufacturers of small scales provide their services to local markets and sell products that are not identified. To tell you the truth, the production of filtered water is now a cottage business in the country. Take off on your own, wherever there is a filtered water producer; in every large and small city, and even in some rich rural areas, there are filtered water manufacturers. Bisleri will not only purchase its tops from approved vendors, but they will

also construct their own containers in-house. Bisleri have recently acquired the most recent best in class hardware in order to be at with international standards.

This has enabled Bisleri to improve the quality of packaging, as well as reduce the amount of raw material that is wasted and increase our production capacity. Additionally, Bisleri has ensured that customers are drinking water that is safe and unadulterated. Bisleri never stops working towards the goal of achieving greater quantities of execution, a goal for which Jayanti Lal Mohan Lal Chauhan has as of now secured the perfect grant for their admin.

Dedication to providing every Indian with pure drinking water, Bisleri ranks higher than a number of other well-known brands and was recently awarded the title of the second most trusted brand in the category of ice drinks, behind only GLUCON-D. After going through a number of stages of purification, the bisleri water is eventually ozonized and then finally pressed for use. Extensive research and development of stringent value panels creates a finished market for filtered water fragments. All factories are held to extremely high standards of cleanliness, which are observed constantly.

## Focus

### **Vision**

No matter where they live or how much money they have, every person in India should have access to clean, safe drinking water, according to the water green insurgency. This objective was established with the long-term purpose of establishing clean water access as a fundamental human right. The movement was founded on the audacious vision of building a sustainable future in which everyone has access to clean, drinkable water. This dream inspired the creation of a strategic plan that directs the association's current and future actions. The water green insurgency has a number of short-term, mid-term, and long-term objectives that it has set in order to reach this goal. This entails the creation of ground-breaking technology that can deliver potable water in off-the-grid locations, the development of awareness-raising and educational initiatives that emphasise the value of clean water, and support for laws that place an emphasis on water management and conservation. The water green insurgency is aware of the obstacles, like as logistical and financial ones, that stand in the way of its objective. The association is committed to overcoming these obstacles and working towards a sustainable future where everyone has access to safe and drinkable water, though, and has put in place a strategic framework to help. The water green insurgency is paving the road for a better future for India by concentrating on its long-term goal and achieving attainable mid-term targets.

### **Mission**

Memory's centre reason remains intact after some time is crucial for any organisation as it serves to define the fundamental purpose and direction of the company. This is because memory's centre reason typically remains intact after some time. This purpose acts as a guide for the activities that the organisation is currently engaged in as well as those that it will be engaging in in the future, and it helps to discern between what is necessary and what is not.

The Green Revolution in Water is a campaign with the objective of making clean and safe drinking water accessible to every person in India, irrespective of their geography or socioeconomic standing. The fundamental objective of this movement is to devise long-term solutions that are capable of resolving the water problem in India and ensuring that every citizen has access to water that is both clean and safe to drink. The water green revolution serves multiple markets, including the rural and urban areas of India, which both face considerable difficulties in gaining access to clean drinking water. The goal of the movement is providing optimal solutions: by coming up with original ideas for technologies and long-term strategies that can ensure that everyone has access to water that is safe to drink.

The green revolution in water also instils a sense of strategic direction throughout the entire organization, pointing its actions in the direction of realising the organisation's long-term goal of ensuring that every Indian has access to potable water that is free from contamination. The movement promotes activity that helps revitalise natural sources of clean drinking water all around the world. This fosters ongoing development and innovation. In conclusion, the "water green revolution" is a strategic movement that aims to address the urgent challenge of water shortage and offer access to safe and potable water for every individual in India.

This movement is part of India's "green revolution," which aims to reduce the country's dependence on foreign oil. The basic goal and direction of the movement acts as a guide for its present and future activities, enabling the movement to discriminate between what is vital and what is not essential. The long-term goal of the "Water Green Revolution" is to ensure that every Indian has access to safe potable water. This goal can be accomplished if the Water Green Revolution maintains a clear strategic direction.

#### **Quality policy:**

One of the most important goals of the organisation is to make it their top priority to provide monetary and emotional value to their clients in proportion to the value of their purchases. The business is aware that supplying clients with high-quality goods and services, in addition to great support, is essential to attaining long-term financial success, as well as winning and retaining the customers' continuous patronage. In order for the business to accomplish this goal, it places a significant amount of importance on the rapid delivery of products and services at prices that are competitive.

The organisation is aware that these constituents are fundamental to delivering the best possible level of service to clients and establishing connections that are reliable and durable over the course of time. The organisation is able to achieve these objectives through systematically training and developing its staff, as well as by motivating those staff members to perform their duties to the very best of their abilities. The business acknowledges that its people are the most important part of the organization, and that the commitment and effort they put in is critical to the company's overall success.

The organisation places a strong emphasis on preserving a constructive atmosphere at work and cultivating a culture that values unity and collaboration among its workers at all levels of the organisation. It is the belief of the organisation that the best way to create a productive environment for employees to work in, one in which each person has the sense that they are respected and appreciated, is to encourage an atmosphere of collaboration and mutual respect among workers. In addition, the company places a high focus on consistently requesting feedback from customers and making use of that information to improve the overall quality of products it provides in the future. The organisation is of the opinion that gathering feedback from consumers is absolutely necessary if it is to continue working towards the goal of obtaining the highest possible standards and providing its clients with the most positive experience that it can provide.

**SWOT analysis: -****Strengths:**

A number of Bisleri's advantages have helped it succeed in the Indian market for bottled water. First of all, the nature of its products is fast-moving. This indicates that the goods have a high rate of turnover and can be sold on the market rapidly, bringing in money for the business. Despite competition from other brands, the company has been able to maintain its market share thanks to its focus on fast-moving products.

The second is that Bisleri employs skilled workers. The administration of the business has put together a group of talented individuals who collaborate to guarantee the business runs smoothly. Because of their dedication to their work, motivation, and training, Bisleri's staff have helped the company maintain its position as a top brand in the nation's bottled water industry.

Thirdly, the company is excellent for large-scale manufacturing and storage because it possesses a sizable facility and infrastructure. The business has made significant investments in its infrastructure, allowing it to produce and store vast amounts of water. This assures the company can satisfy strong product demand.

Fourth, Indian consumers know Bisleri. For almost 50 years, the company has produced high-quality bottled water. Bisleri sells 60% of India's bottled water due to its good reputation.

Bisleri is largely recognized as the most trustworthy brand of alcoholic and non-alcoholic beverages in India. This shows that Indian customers trust Bisleri. Bisleri has capitalized on this confidence by maintaining its lead in the Indian bottled water market and expanding its product line to include other beverages.

**Weaknesses:**

Several issues threaten Bisleri's #1 bottled water ranking. Its failure to recognize the need for new promotional methods has allowed smaller companies to dominate the industry by selling to stores at lower costs. Customers prefer cheaper alternatives, lowering Bisleri's market share.

Government constraints limit Bisleri's water production and transport. The company's market presence limits growth. Packaging is Bisleri's solution. Their packaging is customer-friendly.

Despite these attempts, Bisleri cannot create client loyalty. Consumers' readiness to acquire cheaper products from lesser-known brands indicates a lack of emotional connection to Bisleri. Bisleri must strengthen their promotional efforts to increase consumer base and brand awareness.

To increase brand familiarity, advertising may be one option. Bisleri may communicate with customers on social media to build a more personal relationship. Partnering with influencers and events that match the brand's values and audience may be another option.

By improving its promotional efforts, Bisleri can better compete with lesser-known brands and grow its market share. This will need the company to focus on building deep emotional bonds with clients and spending on creative advertising that appeals to its target market.

**Opportunities:**

Bisleri can expand its bottled water business in several ways. First, the corporation has a wide network that it may employ to obtain market share. Bisleri has an advantage over other bottled water brands because it's available nationwide.

India also buys more bottled water. Bisleri might profit from the increased need for potable water. The business may profit from this development by producing new and reasonably priced goods to meet the evolving demands of Indian consumers.

Additionally, Bisleri enjoys solid name recognition among shoppers in India. This opens the door for the corporation to branch out into other types of beverages outside only bottled water. The company's brand awareness may be used to successfully introduce new goods that reflect the company's commitment to quality and safety.

Finally, 25 new bottling factories in India will be a boon to feed Bisleri. The company's ability to expand output and keep up with rising demand is greatly improved by these additional facilities. The organization will be able to enter new markets and take advantage of fresh openings thanks to this.

Now that they've established themselves in India, Bisleri is expanding into international markets including the US, EU, and UAE. The company's reliance on the Indian market might be lessened as a result of this move. Bisleri's global expansion will allow the company to reach a broader audience, sell more of its products, and better compete with prevailing brands throughout the world.

### **Threats:**

Despite its advantages, Bisleri is vulnerable to a number of risks that might undermine its market standing. To begin, Bisleri has competition in the Indian market from other bottled water companies. Bisleri under pressure from rivals to keep expanding its market share and enhancing its product line-up.

The second step Bisleri is losing ground in the market because of the small fraction of its net revenue it gives to its retail partners. Bisleri's low net revenue share has made it less appealing to merchants that are eager to increase profits. Bisleri's capacity to keep up its distribution network and grow in the market may be hampered if it loses the backing of retailers.

Furthermore, Bisleri has a shoddy process for shipping, and their promised delivery time is not feasible. As a result, rivals have stepped into the void left by Bisleri's delivery problems, reducing sales and decreasing shipments. Bisleri has to upgrade its distribution network so that customers always receive their orders on time.

Finally, Bisleri is under danger due to a lack of easily accessible subsurface water. Bisleri's bottled water comes from subterranean water, so if it runs out, the firm will have trouble keeping up production. The company will have to investigate alternative water supplies if it intends to maintain its current production levels indefinitely.

In conclusion, Bisleri offers many benefits that have kept it the most popular bottled water company in India, but it also must address the difficulties it has if it is to continue to thrive and expand.

### **Products**

The Bisleri brand is recognized as a pioneer in the sector of bottled drinking water, and the product line of the company includes a diverse assortment of bottled water as well as other beverage options that do not contain any alcoholic components. The following is a small sampling of the products that Bisleri has in stock:

**Mineral Water from Bisleri:** The mineral water from Bisleri, which bears this company's name, is renowned around the world. It is made from naturally occurring, pure mineral water that is sourced from the foothills of the Himalayas. In order to satisfy the needs of a wide range of clients, Bisleri makes their mineral water available in a number of sizes, ranging from 250 milliliters up to 20 liters. An upmarket brand of bottled water with natural spring sources in the Himalayas is called Bisleri Vedica. The name of this water is Bisleri Vedica. It comes packed in elegant glass bottles and is available in still and sparkling varieties.

A delicious mango beverage called Bisleri Fonzo is made from real Alphonso mango pulp. It is available in 250 milliliter cans and has the perfect amount of sweetness and sourness. Additionally, a sparkling lemon beverage

called Bisleri Limonata is made from freshly squeezed lemon juice. Its name derives from the Italian word for "limonata." It is a reviving beverage that can be savored on its own or in a variety of beverage combinations.

A carbonated beverage called Bisleri Pop comes in cola, lemon and orange flavors, among others. Among the other tastes is Bisleri Pop. It is a popular choice among the younger generation and is available in a can with a capacity of 250 milliliters.

Another carbonated beverage, Bisleri Soda may be consumed on its own or combined with other alcoholic beverages. It is available in different sizes, ranging from 250 milliliters to two liters.

An instant energy boost is provided by the natural ingredients used to make the energy drink Bisleri Urzza. It might be available in a 250 milliliter can.

In general, Bisleri provides a diverse selection of goods in order to fulfil the various tastes and requirements of its customers. Bisleri carries a wide variety of beverages, including still and sparkling mineral water, flavored and energy drinks, as well as sparkling and still sparkling water.

### Future growth and prospectus

The company understands the vital significance of placing a high priority on the fulfilment of the requirements of its clients and has made this achievement one of its key goals. The company is aware that in order to achieve long-term financial success, it is vital to give products and services to consumers that bring both monetary and emotional value to the customers in proportion to the worth of the customers' purchases. This is something that the company knows. To this aim, the firm places a significant emphasis on delivering products and services swiftly and at low costs, with the objective of offering the highest possible level of service and developing long-term partnerships based on trust and dependability. In addition, the company strives to provide the highest possible quality of service.

The organisation invests heavily in employee professional development and motivation since it believes it is crucial to its success. This helps the company achieve its aims. The company emphasises friendly, supportive, and cooperative workplaces at all levels. This promotes cooperation and respect. This boosts productivity, performance, and workplace happiness.

The organisation also understands the importance of customer input and continuous product and service improvement. To meet the highest standards and give customers the best experience, the company regularly seeks user feedback. In a nutshell, the company is committed to exceeding its clients' expectations in terms of both the quality of the product and the level of service they receive. This is accomplished through delivering products and services of a high quality, giving outstanding support, investing in the professional growth and training of its workers, cultivating a positive work environment, and continually seeking feedback from consumers to improve the company's offerings. The firm is aware that not only is it vital to put the requirements of its consumers first in order to achieve long-term success, but it is also necessary in order to gain and preserve their continued patronage.

### Success Planning

The production of bottled water is not a difficult endeavor that calls for advanced technological equipment. In addition to this, there is scarcely any danger of another product unseating the tried and true option, despite the fact that businesses continue to experiment with other varieties and flavors. The brand is the most important factor in



determining the level of success, and in this respect, Bisleri is in an almost impenetrable position as the generic name for the product, similar to how Xerox, Band-Aid, Post-it, and Jacuzzi are. When clients wish to purchase a bottle of water, they frequently inquire about the availability of a Bisleri.

It has been suggested that Chauhan's prior sale of another popular product, Thumbs Up, which he sold to Coca-Cola in 1993, might serve as a reference model for this transaction. Given what happened after that, it was likely a very astute move. The transaction, which was completed for \$60 million, put an end to the vicious competition between cola brands, which has seen two global corporations, Pepsi and Coca-Cola, carve out a portion of the market between themselves, only to discover that there is very little profit to be gained after sinking millions of dollars into earning customers. The sale also put an end to the bruising fight of the colas.

### Customer review of the company through graphs

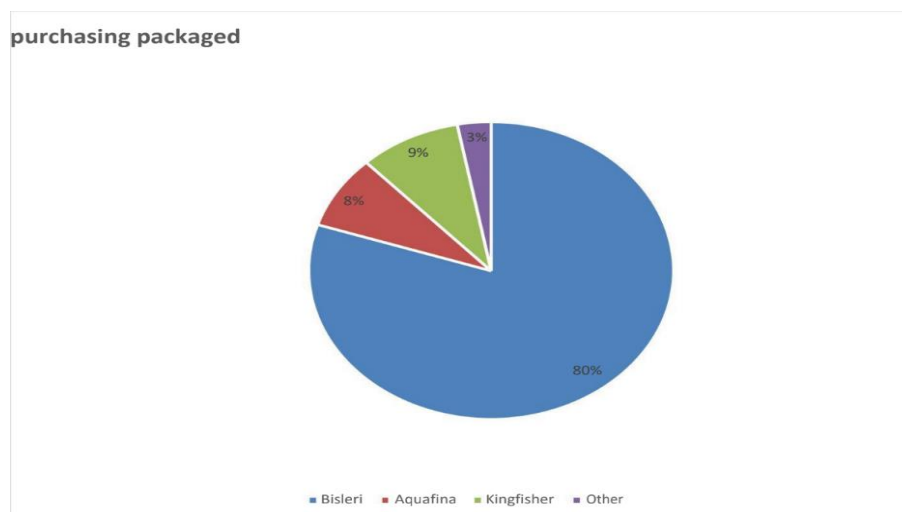
Respondent's initial demand at the time of buying packaged drinking:

Particulars	Number of respondents	Percentage
Bisleri	83	83%
Aquafina	7	7%
Kingfisher	8	8%
Other	2	2%
Total	100	100

### Analysis:

The table shows the respondent's initial demand at the time of purchasing packaged drinking water, 83% of respondents prefers Bisleri, 7% of respondents prefers Aquafina, 8% of respondents prefers kingfisher and rest of 2% respondents prefer bailey.

Displaying a pie chart of the initial choice at the time of purchasing:



**Interpretation:**

From the survey, it is vivid that most respondents prefer Bisleri packaged drinking water it shows Bisleri is a very famous brand in the market and has good market base.

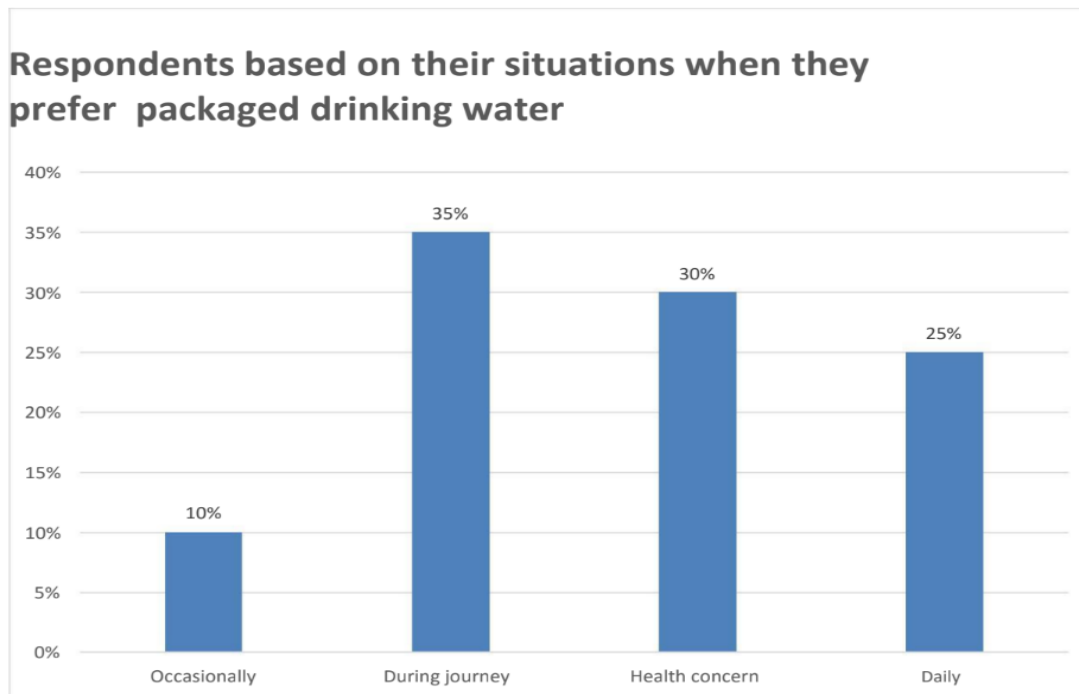
Showing the classification of respondents based on their situations when they prefer packaged drinking water:

Particulars	Respondents	Percentage
Occasionally	14	14%
During journey	31	31%
Health concern	32	32%
Daily	23	23%
Total	100	100%

**Analysis:**

The above table portrays the preference for packaged drinking water situations, 14% of respondents use occasionally, 31% of respondents use during journey, 32% of respondents use for health concern, and 23% respondents use daily.

Classification of respondents based on their situations when they prefer packaged drinking water:

**Interpretation:**

From the above survey it is observed that approximately majority of the consumers used packaged water during journey because of easy availability and brand name.

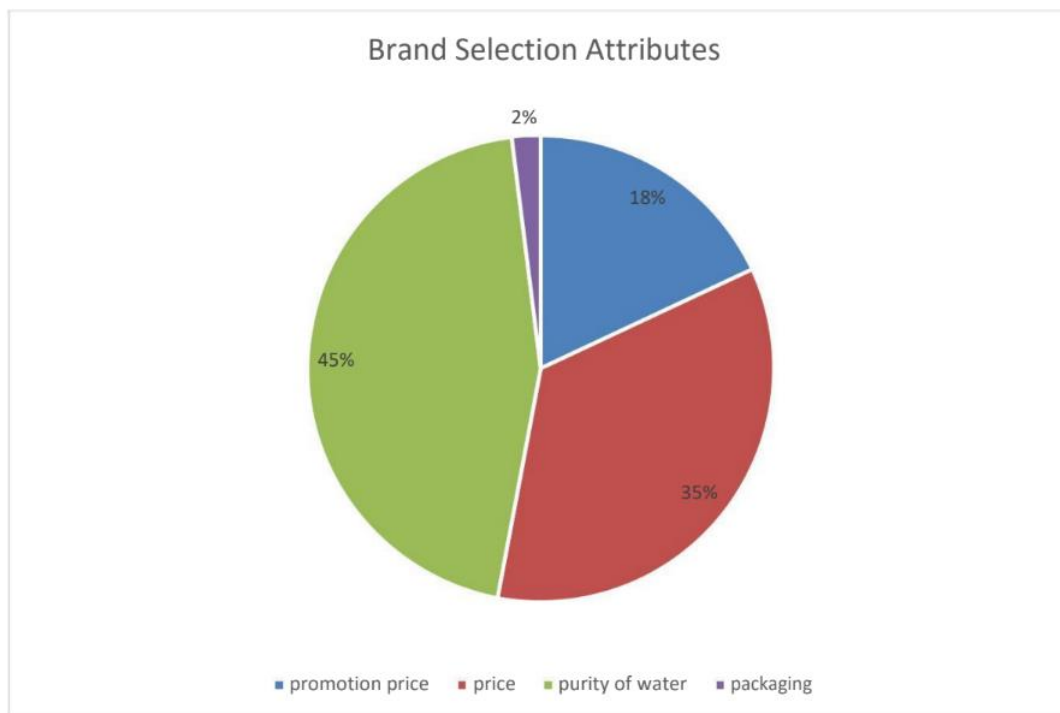
Classification of respondents based on their brand selection attributes:

Selection attributes	No of respondents	Percentage
Promotion activities	16	16%
Price	31	31%
Purity of water	48	48%
Packaging	05	05%
Total	100	100%

Analysis:

The above statistical data shows that important criteria used by respondents in selecting product: 16% of respondents use price: 31% respondents use price; 48% respondents use purity of water criteria and rest of respondents, 05% respondents packaging criteria.

Classification of respondents based on their favoured brand:



Interpretation:

From the above survey it is observed that consumers majorly trust use purity of water. Because they are considered to be clean and healthy.

Showing classification of respondents based on their reasons for purchasing

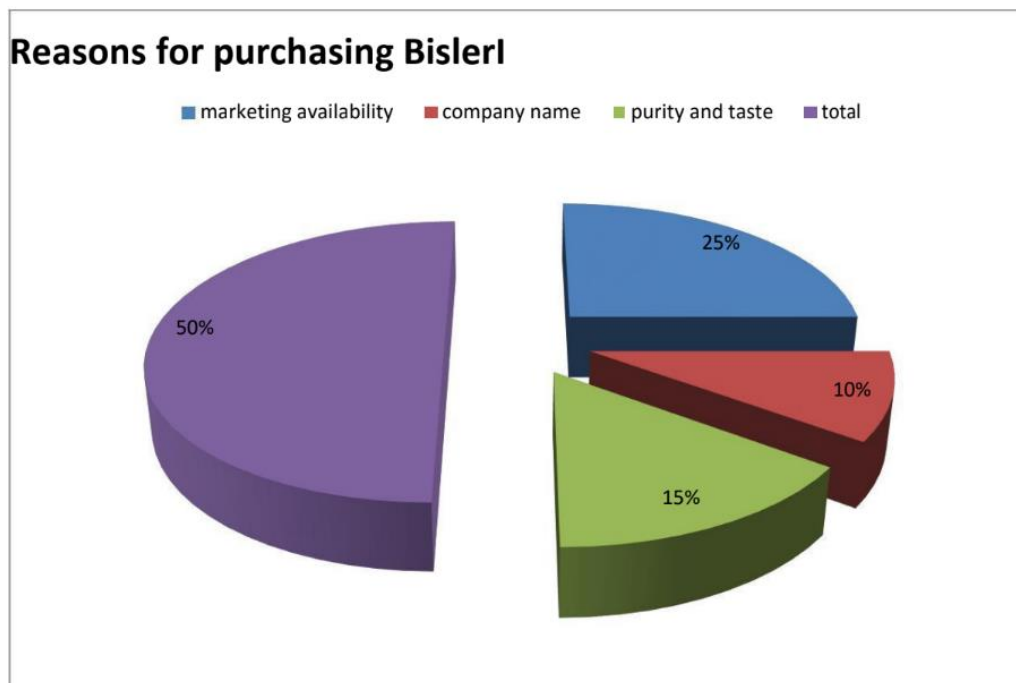
Bisleri:

Reasons	Respondents	Percentage
Availability	52	52%
Company Identity	19	19%
Hygiene and taste	29	29%
Total	100	100%

Analysis:

The above data shows the major reason why people choose bisleri over other brands, 52% of respondents use market availability, 19% of respondents use company name and 29% of respondents use purity and taste of the water.

Classification of respondents based on their reasons for purchasing Bisleri:



Interpretation:

From the above survey it can be concluded that most consumers use Bisleri. Bisleri's products are available more in market if compare with other brands which makes it faster in delivery.

### Findings

Most male respondents (65%) were found to be consumers of Bisleri packaged drinking water. Businessmen and independent contractors made up 40% of the respondents who prefer Bisleri. Additionally, due to budgetary restrictions, 80% of respondents preferred plain water to purified water. It has been noted that 35% of respondents typically purchase Bisleri packaged drinking water when they travel. It has also been shown that 50% of respondents buy Bisleri packaged drinking water as a result of the brand's broad market availability. Due to financial constraints, 35% of them buy drinking water in 1-liter bottles.

The results of the survey that was carried out allowed for the gathering of information regarding the opinions and shopping habits of respondents with regard to the Bisleri brand of drinking water. According to the results of the survey, forty percent of those asked said that they were encouraged to purchase Bisleri water. The fact that this is the case shows that Bisleri's marketing and branding activities may have been successful in promoting the brand and generating interest among prospective customers.

In addition, the results of the poll showed that fifty percent of those who responded had faith in the honesty of Bisleri's water. This conclusion is relevant because it implies that respondents have a favorable view of the quality of the water contained in Bisleri bottles. Consequently, this finding is significant. Consumers who place a high priority on the quality of their drinking water could view this perception of purity as a significant element in increasing demand for Bisleri water.

In addition, the results of the poll showed that forty percent of respondents considered Kinley to be one of Bisleri's competitors. It appears from this that the respondents considered Kinley as a brand that, in lieu of Bisleri, could be able to satisfy their requirements for drinking water. This research emphasizes how critical it is in the drinking water business to differentiate brands and position oneself strategically among competitors.

In addition, the results of the poll showed that the convenience of carrying Bisleri water was a factor in purchasing decisions for sixty percent of the people who responded to the survey. According to this research, Bisleri's packaging and distribution tactics have been successful in addressing the expectations of customers who place a high priority on portability and convenience when shopping for drinking water.

The responses to the survey suggest that people who took part in the research are fond of the Bisleri brand of drinking water, which is consistent with the findings of the poll. Its allure can be largely attributed to the fact that it is considered to be free of impurities and that it can be transported with relative ease. The findings of the survey, on the other hand, indicate that there may be other brands of drinking water available on the market that are capable of posing a challenge to Bisleri's dominance in the industry. The need of making consistent efforts in branding, marketing, and competitive positioning is brought into sharp focus by this discovery.

### Suggestions

The advertising medium that persuades consumers to purchase Bisleri water needs to be enhanced. Effective methods should be developed by Bisleri to defeat rival businesses like Kinley. They can also boost sales by ensuring purity and enhancing that factor in their advertising. The company must introduce some creative and new ingredients in the mineral water and also provide additional advantages to the customers in order to expand the range of Bisleri products.

The firm needs to take the first step, which is to hire sales officials, because they are the ones who are completely accountable for establishing and maintaining positive ties with customers. These authorities are able to assist customers in providing feedback and addressing their concerns, both of which will ultimately lead to greater levels of customer satisfaction and loyalty.

Second, the company has to begin selling containers of the beverage that are 200 milliliters in capacity in order to meet the requirements of customers who want water bottles that are more manageable in terms of size and portability. This new product variety has the potential to assist the company in increasing its customer base and catering to the diverse requirements and preferences of the organization's end users.

Thirdly, the organization ought to incentivize customers to make greater purchases by giving away freebies or lowering prices when they do so in order to motivate customers to spend more money. This strategy can serve as an incentive for customers to purchase more of the company's products, which will, in the end, contribute to a rise in

both revenue and market share for the organization in question. Additionally, this strategy may help a business to improve its brand image and customer relations. Both these factors result in increased customer loyalty which proves to be beneficial to the company.

The main purpose of the activities that have been proposed is to improve the organization's relationship with its consumers and its capacity to effectively compete in the market. This can be accomplished by implementing the suggested activities. Appointing sales people, introducing product variations, and providing incentives will allow the company to better understand the needs and preferences of its customers, and it will allow the company to better serve those customers' needs and preferences. In addition to this, the company will be able to raise both its revenues and its proportion of the market. These strategies might be able to help the business remain relevant in the dynamic and competitive market by allowing it to stay one step ahead of its rivals in the race for customers and revenue.

## Conclusion

Mineral water under the Bisleri brand name is one that has achieved a high level of popularity and become ingrained in the daily routines of a sizeable portion of the company's clientele. Minerals is dedicated to providing excellent service to its customers in the most efficient manner possible and is aware of the many preferences and expectations of the community it serves.

It is vital for companies operating in today's climate, where customers have access to a varied range of goods and services, to provide products and services that can be customized to meet the specific requirements and priorities of individual customers. Certain people place a greater or lesser amount of importance on the price than they do on a wide range of other considerations, such as the product's quality, flavor, brand name, and advertising. As a consequence of this, the company needs to focus on these elements and adjust its products and services so that they are able to accommodate to the diverse preferences of its clients.

An essential component of Bisleri's business strategy is the consideration of promotion. To attract new clients and keep the devotion of its current clientele, the company must do a better job of effectively promoting its brand. This can be done by utilizing several of marketing and advertising mediums, including television, social media, print media, and billboards. Strategic promotion enables Bisleri to grow its profile within its target market, which in turn enables the business to attract prospective clients.

In the end, the business needs to put in a lot of work to build good relationships with both retailers and customers in order to learn more about the tastes and expectations of each group. Customers have the opportunity to provide feedback on Bisleri's products based on their experiences with the company's offerings, and retailers have the ability to provide helpful feedback on customer preferences and suggestions for areas of improvement.

Increased levels of customer loyalty and satisfaction may be the outcome of a coordinated effort on the parts of the company, the clients, and the merchants. In summary, Bisleri is equipped to meet its clients' needs. This is thought to be a crucial element in determining its success. By concentrating on the elements of their marketing for their mineral water, Bisleri has developed a strong reputation in the industry. They place a strong emphasis on taste, price, and quality. It has so been able to establish a considerable market presence. The business will be able to continue meeting the changing needs of its customers and maintain its position as the industry leader if it works with both individual customers and retailers.

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