



**CLEANING COMPOUND INDUSTRY
POTENTIAL IN PAKISTAN FOR
LAUNDRY SOAP
A CASE STUDY OF RESHMA 222 (PVT) LTD**

A thesis
Presented to
The faculty of
Management Sciences
Bahria University Karachi Campus

In Partial Fulfillment
of the Requirements for the
Degree Master in Business Administration

BY

**FARAH ALI
REG#9732
DECEMBER, 2012**

ABSTRACT

In this thesis I review the econometric efforts aiming to determine the cleaning compound industry potential in Pakistan for laundry soap. Its present feasibility and scope of future.

One company was taken for this study and examined against the literature available. The findings indicated that some significant importance exist for laundry industry in Pakistan as more than 90 percent of the rural population rely on soap for their laundry. The laundry soap market has few dominant players which serve the customers.

It was recommended to the organization to use more innovative approach for laundry soap in terms marketing of its different types of laundry soap.

The Research is conducted on empirical approach and results are analyzed on practical basis. The data is collected through interviews and surveys by the personnel involve in operations at the job and also from the consumers of laundry soap. Findings are presented in term of suggestion and recommendation for short and long term basis.

ACKNOWLEDGEMENT

Perfection was watchword I had in my minds when I started working on this report. However, people generally agree that person can only approach excellence but never actually achieve it. Exquisite perfection is rather trait of God, and by His grace, I tried very hard to make this report meritorious.

There are times in such projects when the clock beats you time and you run out of energy and just want to finish it. My Parents and friends supported me in such times with their unfailing love, jokes and warm wishes.

Last, but definitely not least I would be privileged to pay my respects and thanks to my respected supervisor, **Madam Sobia Shujaat** for her guidance, appreciation, encouragement, and valuable time. Her guidance was most helpful in the compilation of this report and therefore I have been able to complete my required task.

Special Thanks To Mr. Safdar Khwaja, (Owner Of RESHMA 222 PVT LTD And Oleo Chemical), Mr. Fahad Safdar (Director) Mr. Faisal (Marketing Head) And Mr. Jahanzaib (Research Analyst.)

THANK YOU

FARAH ALI

TABLE OF CONTENTS

CHAPTER 1- INTRODUCTION.....	8
1.0 Background	8
1.1 Importance Of Laundry Industry.....	9
1.2 Dynamics Of World Market.....	10
1.3 Industry Structure In Pakistan.....	10
1.4 Influential Factors While Buying A Particular Laundry Soap.....	10
1.5 Experiences And Difficulties Encountered In The Field.....	11
1.5.1 Difficulties.....	11
1.5.2 Experiences.....	11
1.6 Company Profile	12
1.6.1 Introduction To Company.....	12
1.6.2 Mission Statement.....	12
1.6.3 Innovation At Reshma 222 pvt ltd.....	13
1.6.4 Products	13
1.6.5 Management Profile Of Company.....	14
1.6.6 Distributers.....	14
1.6.7 Operating Expenses	15
1.6.8 Production Capacity	16
1.6.9 Market Share.....	16
1.7 Statement of Problem	17
1.8 Significance Of Study.....	17

1.9 Scope Delimitations	17
1.10 Limitations.....	17
1.11 Confidentiality.....	18
1.12 Competitors	18
1.13 Future Threats.....	18
1.14 Consumption Of Laundry Soap	18
1.15 Threats For Laundry Industry	19
1.16 Important Factors Behind Sustainable Laundry Soap Industry	19
1.17 Cooperation With Related Industries.....	20
1.18 Consumer Needs And Trends.....	20
1.18.1 Urban Trends.....	20
1.18.2 Rural Trends.....	21
1.19 Laundry Bar As A Multipurpose Soap In Rural Society.....	21
CHAPTER 2-RESEARCH METHOD AND PROCEDURE	23
2.0 Purpose Of Study.....	23
2.1 Study Settings	23
2.2 Unit Of Analysis.....	23
2.3 Time Horizon.....	24
2.4 Research Method	24
2.5 Respondent Of The Study.....	24
2.6 Research Instruments	25
2.7 Source Of Data	25
2.7.1 Primary Data.....	25
2.7.2 Secondary Data.....	25

2.7.3 Treatment Of Data.....	26
2.7.4 Presentation Analysis.....	26
CHAPTER 3-LITERATURE REVIEW	27
3.0 Literature Review.....	27
CHAPTER 4-PRESENTATION ANALYSIS	29
CHAPTER 5-SUMMARY OF FINDINGS, CONCLUSION AND RECOMENDATIONS.....	40
5.0 Finding.....	40
5.0.1 Cleaning Compound Industry Potential In Pakistan.....	40
5.0.2 Firm's Performance.....	40
5.0.3 Firm's Performance And The Industry Potential Of Laundry Soaps.....	41
5.1 Conclusion.....	41
5.2 Recommendations.....	42
5.2.1 For The Industry.....	42
5.2.2 For The Company.....	42
REFERENCES.....	44