

# A Study on Marketing Strategies and SWOC Analysis of Himalaya Wellness Private Ltd

Bharathi <sup>1</sup>, & Sureshramana Mayya <sup>2</sup>

<sup>1</sup> Research Scholar, Institute of Management and Commerce, Srinivas University,  
Mangalore– 575001, Karnataka, India,

ORCID-ID: 0000-0002-2000-3888 Email: [bharatischandra1@gmail.com](mailto:bharatischandra1@gmail.com)

<sup>2</sup> Research Professor, Institute of Management & Commerce, Srinivas University,  
Mangalore – 575001, India,

ORCID-ID: 0000-0003-1951-0126 Email: [sureshmayya@hotmail.com](mailto:sureshmayya@hotmail.com)

**Area of the Paper:** Management.

**Type of the Paper:** Case Study.

**Type of Review:** Peer Reviewed as per [C|O|P|E](#) guidance.

**Indexed In:** OpenAIRE.

**DOI:** <https://doi.org/10.5281/zenodo.7396027>

**Google Scholar Citation:** [IJCSBE](#)

## How to Cite this Paper:

Bharathi, & Mayya, S., (2022). A Study on Marketing Strategies and SWOC Analysis of Himalaya Wellness Private Ltd. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 6(2), 637-654. DOI: <https://doi.org/10.5281/zenodo.7396027>

**International Journal of Case Studies in Business, IT and Education (IJCSBE)**

A Refereed International Journal of Srinivas University, India.

Crossref DOI: <https://doi.org/10.47992/IJCSBE.2581.6942.0223>

Paper Submission: 12/09/2022

Paper Publication: 06/12/2022

© With Authors.



This work is licensed under a [Creative Commons Attribution Non-Commercial 4.0 International License](#) subject to proper citation to the publication source of the work.

**Disclaimer:** The scholarly papers as reviewed and published by the Srinivas Publications (S.P.), India are the views and opinions of their respective authors and are not the views or opinions of the S.P. The S.P. disclaims of any harm or loss caused due to the published content to any party.

## A Study on Marketing Strategies and SWOC Analysis of Himalaya Wellness Private Ltd

Bharathi <sup>1</sup>, & Sureshramana Mayya <sup>2</sup>

<sup>1</sup> Research Scholar, Institute of Management and Commerce, Srinivas University,  
Mangalore– 575001, Karnataka, India,

ORCID-ID: 0000-0002-2000-3888 Email: [bharatischandra1@gmail.com](mailto:bharatischandra1@gmail.com)

<sup>2</sup> Research Professor, Institute of Management & Commerce, Srinivas University,  
Mangalore – 575001, India,

ORCID-ID: 0000-0003-1951-0126 Email: [sureshmayya@hotmail.com](mailto:sureshmayya@hotmail.com)

### ABSTRACT

**Purpose:** *Ayurveda is a traditional natural and holistic medical system that was transmitted orally through a lineage of sages. It is thought of as the study of life. It offers information on eradicating the paths that lead to the spread of diseases as well as how to prevent infections altogether. The Charaka Samhita, Sushruta Samhita, and Ashtanga Hrudaya are the three oldest texts on Ayurveda. They describe the effects of five elements—earth, water, air, fire, and space—on a person's system and emphasise the significance of maintaining these elements' balance so that people can live healthy and happy life. Numerous businesses produce ayurvedic goods. One of the ayurvedic businesses, The Himalaya Company, was established in 1930 by Mr. M. Mrunal to modernise the ancient Indian science of Ayurveda and introduce it to the public. The researcher concentrated on presenting the Himalaya Company's advantages, disadvantages, opportunities, and challenges, the various wellness products the company produces, the marketing tactics employed, and the company's marketing mix.*

**Methodology:** *This qualitative research paper is based on secondary data which is obtained from the research papers published in various journals, books, newspapers, articles, annual reports of the company, and articles related to this study.*

**Findings:** *One of the company's key strengths is the name Himalaya. One of the top 10 ayurvedic businesses in India is Himalaya. A Good Manufacturing Certificate was received (GMP). When making the items, the company uses the Liquid Chromatography-Mass Spectrometry method. In order to address the growing demand for ayurvedic items, the company teamed up with Snapdeal. Additionally, they started the My Lakshya campaign, the main objective of which is to bridge the gap between their current and ideal careers.*

**Originality:** *This article discusses the numerous wellness products made by Himalaya Company, the SWOC study of the company, its marketing techniques, and its overall marketing mix.*

**Value:** *The study investigated if the company is strong enough in terms of quality by analysing the strengths, flaws, opportunities, and challenges.*

**Paper Type:** *Case Study of the Company.*

**Keywords:** *Ayurveda, ayurvedic products, SWOC Analysis, Himalaya Company, marketing strategies, marketing mix.*

### 1. INTRODUCTION :

The name Ayurveda is made up of two words, i.e., Ayur means life, and Veda means knowledge. As a result, one can say that Ayurveda is all about life [1]. It has a history of more than 5000 years [2]. Because it is the outcome of deep concentration practiced by Rishis or seers in ancient India, it is the oldest life sciences system. They noticed that life was endowed with the power and device of protection. We follow the same principles as animals and plants, who live in harmony with nature and use the laws of nature to maintain health and balance within their bodies. As a result, it is fair to state that Ayurveda is a system that aids in the maintenance of an individual's health by utilizing natural formulations to

bring the person back into balance with his actual character [3]. According to the World Health Organization, Ayurveda, which has been practiced and used by Indians for millennia, is now becoming more widely recognized due to its qualitative power, vital elements of health, and essential hints for life's constant functioning. It is more concerned with the treatment of behavioural diseases. Ayurveda academic courses are becoming increasingly popular around the world. It demonstrates how Ayurveda has spread its branches to every nook and cranny of the globe [4]. Consumers have started consuming eco-friendly products in India, especially in rural areas. Consumers in rural areas trust ayurvedic products because they are nature-based [5]. India is home to a large number of medicinal plants [6]. Herbal formulations are gaining popularity these days due to the perception that they are safer than synthetic medications [7]. With the slogan Health for all, WHO recognized the significance of traditional, alternative, and complementary systems of medicine in the healthcare sectors of both developing and developed countries in Alma Ata in 1978 [8]. Herbal medicinal products (HMPs) are widely utilized worldwide and are becoming increasingly popular in Western countries [9]. In Sweden, a natural remedy is a therapeutic preparation made up of a plant or animal part, bacterium, mineral salt, or salt solution. A circular letter sent in Belgium in 1994 proposed a simpler method for various herbal therapeutic items included in the letter's annexe [10]. A legislative and regulatory framework applies to ayurvedic medicines in the European Union, France, Austria, Sweden, Belgium, and other countries. This demonstrates the growth of herbal products even abroad. Germany and Austria are the leaders in the world for using ayurvedic products [11].

**2. REVIEW OF LITERATURE :**

Currently, both on the domestic market and the global market, ayurvedic products are in high demand. Various study papers contain numerous investigations about ayurvedic goods. Studies about Himalaya Wellness Pvt. Ltd. can also be discovered. However, it is impossible to find a study on SWOC Analysis and marketing tactics. As a result, the researcher focused on the study of SWOC Analysis and Marketing Strategies using keywords such as ayurveda, ayurveda products, safety of health products, ayurvedic medicines, uses and safety of ayurvedic medicine, problems of ayurvedic medicines, marketing mix, and customer brand engagement.

**Table 1:** This table reviews the various literature on ayurvedic products and SWOC Analysis.

Sl. No.	Field of Research	Focus	Outcome	Reference
1.	Ayurveda	Ashtanga Ayurveda is the name given to the Ayurvedic philosophy in therapeutic practice. Ayurveda evolved into a complete healthcare system as human civilization progressed.	Chemo-profiling is necessary to access the high grade of Ayurvedic medicines. For ayurvedic products to be approved worldwide, they must be scientifically verified and documented. This study illustrates some key factors that must be considered while promoting and creating Ayurvedic products.	Mukherjee, et al, (2017). [12]
2.	Ayurveda foundation	Over the last two decades, Ayurveda has grown in popularity. Many trained medical practitioners in western biomedicine are now using Tridosha, a simple but profound system of understanding health and disease. Ayurveda's foundation is the concept of Tridosha (Vata, Pitta, and Kapha).	It will aid in the scientific validation of every complementary medicine, including traditional medicine, that makes sense in biology and physical science if the concept of combining experimental work and developing a theory is extended to CAM (Complementary and Alternative Medicine) other than Ayurveda. The future of	Hankey (2005). [13]

			science will be determined by the CAM discipline's theories. Its effects can be more extensive.	
3.	Herbal products	In Eastern and Western countries herbal supplements are gaining more and more importance. Multiple factors are responsible for consuming herbal products, especially vitamins and weight loss products. The general phenomena of good health, wellness, disease prevention, the high cost of medicines, and the traditional belief that CAM (Complementary and Alternative Medicines) is more effective and safer than other prescribed drugs increased the use of herbal products.	The consumption of herbal products is rising in the US. The herbal products' efficacy, safety, and purity are in question. Even the ingredients listed on the label could not be present in the final product. Manufacturers must register with the FDA and show proof of good manufacturing techniques to address this issue. Through health education, early diagnosis and management of herbal toxicities, a scientific inspection of their usage, and research on the safety and efficacy of herbal products, there is a need for the general public and physicians to comprehend herbal products.	Tachjian, et al, (2010). [14]
4.	Safety of health products	Ayurvedic medicines are becoming more popular due to ease of access, safety beliefs, a desire for self-medication, and a lower cost. The safety of herbal products is a source of worry for both national health agencies and the general public. Even though traditional herbal product use does not guarantee safety or efficacy, it is a useful guide for identifying new pharmacologically active compounds in plants.	The conventional application of herbal remedies might not be secure and efficient. However, it will be an excellent resource for finding new compounds in pharmacologically active plants. Reverse pharmacology/toxicology will successfully advance our understanding of the safety of traditionally prescribed herbal medications by starting with data gathered in the field.	Moreira, et al, (2014). [15]
5.	Ayurvedic medicines in India	Adverse effects of ayurvedic medicines.	If the required safety measures are not performed during the production and administration of ayurvedic drugs, negative repercussions will result. Ayurvedic treatments include toxic metals, raising questions about their long-term safety. According to certain Vaidyas, harmful effects only occur when ayurvedic medications are incorrectly prepared and improperly supplied.	Thatte & Bhalerao (2008). [16]

6.	Problems associated with ayurvedic medicines	The contributions of developing countries to the global herbal market are quite low due to the lack of quality control and standardisation methods. As a result, creating a standard operating process for standardising herbal medications and formulations is critical.	There were no clinical trial protocols for herbal medicines in developing nations. Clinical trials on ayurvedic medicines can be encouraged to be on a level with pharmaceutical goods if the WHO standards can be followed in underdeveloped nations to approve clinical research without the need for strict safety data.	Sharma, et al, (2010). [17]
7.	Use and safety of herbal medicines	Ayurvedic medicines, often supplementary and alternative medicines, have recently garnered significant awareness regarding treatment alternatives and health risks. Ayurveda is one of the world's oldest medical systems, and it is most widely practised in rural India, where more than 70% of the population lives.	Testing herbal medicine industry formulations was once thought to be superfluous. With the government's backing, it is now required to create GMP (Good Manufacturing Practice) rules for herbal medicines. The emphasis should be on quality assurance and standardisation.	Gogtay, et al (2002). [18]
8.	Comparison between Ayurveda and modern market.	Ayurvedic enterprises utilised several techniques to adapt to changing market situations in response to changing marketing conditions. Ayurvedic enterprises' different techniques, including the moment of confrontation, the moment of withdrawal, and the moment of distraction, successfully maintained a presence in the current market. They had to contend with contemporary medicine's competitiveness and sever their ties to the knowledge system.	Only a few pharmaceuticals, including tonics, vitality drugs, and cosmetics, can be modernised. It was necessary to eliminate other ayurvedic product categories. Over time, these items vanish from medical imagination. Its success in the market is a result of its marketability. The loss of its broader vision is what led to its defeat. Ayurveda is more than just medicine; it also includes a body-care routine and a course of therapy. There is a catch, even though it is common knowledge that the Ayurvedic idea has reclaimed its perspective as being holistic and natural.	Banerjee (2002). [19]
9.	Concept of the marketing mix	Comparison of the marketing concept of the 4 Ps with the 7Ps of marketing.	The 4Ps marketing model must be adjusted for services and expanded to incorporate participants, tangible evidence, and process. Using the 4 Ps marketing mix model for virtual marketing is not a good idea. Due to the 4Ps concept's simplicity, the 7Ps concept must	Khan (2014). [20]



			be applied within a broad framework.	
10	Customer brand engagement	Customer Brand Engagement is viewed from Relationship Marketing and Service dominant logic perspective.	Customer Brand Engagement (CBE) themes like immersion, passion and activation represents the degree to which a customer is ready to show cognitive, emotional and behavioural resources in specific interactions with a focal brand, which are displayed by applying particular levels of brand-related concentration, positive effect and energy (time/effort) in specific brand interactions. The level of a customer's cognitive, emotional and behavioural investment in specific brand interactions is called Customer Brand Engagement as per the analysis.	Hollebeek (2011). [21]

Strengths, weaknesses, opportunities, and challenges are the four components of a SWOC Analysis. It is a method for a group of stakeholders to identify internal performance achievers, known as strengths, internal limitations, known as weaknesses, external achievers, known as opportunities, and external constraints, known as threats [22]. Medicinal and aromatic crops have a major part in the Indian rural population's socio-cultural, spiritual, and health elements. Karnataka is one of the states where a large number of Ayurveda and Unani manufacturing enterprises will be found. The deep cultural and historical roots of traditional Indian medicine and knowledge of the qualities and therapeutic uses of plants found in Karnataka are considered strengths, whereas overexploitation of natural resources is considered a weakness [23].

The evolution of Ayurveda can be seen in the initial literature study as a result of the advancement of human civilization. Tridosha, the foundation of Ayurveda, is used by trained medical practitioners in medical practice. The usage of herbal supplements has expanded in both eastern and western countries. Herbal products are growing increasingly popular due to their accessibility, safety, self-medication, and cheaper cost. If safeguards are not taken, metals and minerals, the foundation of Ayurvedic medicine, are useless. Developing countries make a negligible contribution to the herbal world. The majority of rural residents will use herbal products. Ayurvedic businesses have used various strategies to adapt to changing market conditions. SWOT Analysis is a technique for identifying internal and external performance achievers.

### 3. RESEARCH GAP :

Many studies have identified various firms' strengths, weaknesses, opportunities, and threats. This study aims to find out what strengths, limitations, possibilities, and issues Himalaya Company, an Ayurvedic company, as well as to identify the marketing strategies adopted by Himalaya Company.

### 4. RESEARCH AGENDA :

- Which does Himalaya Company produce the products, and what are their uses?
- What are the strengths, weaknesses, opportunities, and challenges of the Himalaya Company?
- Which does the Himalaya Company adopt the marketing strategies?
- What is the marketing mix of the Himalaya Company?

### 5. OBJECTIVES OF THE STUDY :

- To list the various wellness products produced by Himalaya Company and their uses.

- To evaluate the company through SWOC Analysis.
- To know the marketing strategy of the Himalaya Company.
- To know the marketing mix of the Himalaya Company.

#### **6. SCOPE OF THE STUDY :**

The main goal of this project is to identify the many wellness items made by Himalaya Organization and their applications, marketing strategies adopted by the company, and marketing mix of the company, as well as to analyse the company using the SWOC technique. The research is limited to the company's wellness goods and a SWOC analysis.

#### **7. RESEARCH METHODOLOGY :**

The current research is based on secondary sources of information. The majority of the data for the study is taken from published journals and books, conference papers, magazines, and other sources. Information about the wellness products' names and purposes, marketing strategies, marketing mix, and financial information is gathered from the company's official website by using Google Scholar, Sci Hub, ResearchGate.

#### **8. COMPANY PROFILE :**

Mr. Mohammed Manal created Serpina®, the world's first hypertensive medicine, in 1934, after being inspired by villagers who fed the herb's roots to quiet a herd of agitated elephants. Himalaya Wellness Company, formerly known as Himalaya Drug Company, was founded in 1930 to unravel nature's mysteries. It is a multinational pharmaceutical firm based in India. Ayurvedic components are used in its products. Traditional beliefs and belief systems were challenged throughout the early twentieth century when India had a deep-rooted western influence due to western education. Mr. Manal dreams of delivering nature's healing power to the people. Mr. Manal concentrated on research and scientific data to verify the safety and efficacy of herbal products from the start, recognizing the need for empirical evidence invalidating herbal therapy. Mr. Manal successfully started Himalaya in Deharadun in 1930 despite having no official scientific background.

The company began its journey at a time when herbal goods were viewed with suspicion. The founder, on the other hand, persisted in following his dreams. By pawing his mother's bangles, he purchased a hand-operated tableting machine. His goal was to modernize Ayurveda, a traditional Indian healing system. After ninety years, his vision became the company's objective: to touch people's lives with the promise of wellness in every home and happiness in every heart. In 1955, the business had its second breakthrough with the introduction of Liv.52, a liver-protecting herbal drug. It became the company's flagship brand, as well as the company's best-selling herbal product. To gain clients' trust, the corporation created a number of brands, including Septilin, Bonnisan, Cystone, Rumalaya forte, and others. By gaining the hearts of customers, these brands become household names. The company underwent a rebranding in order to unite all of its goods under one umbrella. Pharmaceuticals, baby care, personal care, Himalaya for MOMS, wellness, and animal health portfolios were all combined. It is now one of the world's largest herbal healthcare and personal care companies, with around 500 items distributed in 106 countries. It has offices across the United States, the Middle East, Asia, Europe, and Oceania, among other places. It employs over 290 researchers.

Himalaya moved its headquarters to Mumbai during the 1950s. In 1975, the founder's son Meraj Manal insisted his father move to Bangalore and start a manufacturing unit in Bangalore. In the same year, Meraj expanded the business to the US. He pushed his team and produced the products according to US regulations. With the introduction of the Dietary Supplement Health and Education Act of 1994, in the US, the company entered into US Market and then expanded to other countries. It helped the company to grow its manufacturing capacity and to globalize. The company sold its products to 91 countries as of 2015, with about 50% of its income from outside India. It is one of the top competitors for face wash and lip care lines. The countries like Singapore, Malaysia, and Russia where ayurvedic products are not much familiar, the company also launched its products. Because of their hard work, today ten Himalaya products are sold worldwide every second.

**9. WELLNESS PRODUCTS MANUFACTURED BY HIMALAYA COMPANY :**

**Table 2:** This table shows the various wellness products produced by Himalaya Company and its uses

Category	Products	Benefits
Cardiac Wellness	Himalaya cardiac care, Himalaya Arjuna, Himalaya Shiguru Tablet, Himalaya Lasuna, Himalaya Organics naturally sourced ASTAXANTHIN, Cardiac Care Capsules, Himalya Heartcare, Total Heart Support.	It improves coronary artery blood flow, reduces the likelihood of clot formation, protects the heart muscles, lowers blood cholesterol levels, inhibits blood vessel hardening, and minimises lipid accumulation in the arteries.
Immune Wellness	Himalaya Immuno Care vegetarian tablets, Wow Life Science, Himalaya Organics Giloy Extracts, Himalaya Organic Immunity Booster, Himalaya Immusante, Immunace Immunity Booster, Goodlife Immunity Booster Complex, Immunoherb Capsules, Immunace Forte Immune System Booster, Himalaya Q-Dee Himalaya Guduchi Tablet, Chyavanprash, Immunity Multivitamin.	Strengthens immunity, increases the effectiveness of protective white blood cells which fight infection, fight respiratory problems, increases the effectiveness of various immune effector cells, and builds the body's resistance to infections.
Joint Wellness	Boswellia Max Plant Based Joint Support, Himalaya Joint Care Hadjod Joint Wellness Tablets Himalaya Curcumin Complete Sunova Joint Care Himalaya Shallaki Hiamalaya Shiguru Hiamalaya Flora Sante	Reduces the pain and inflammation, prevents the excessive joint wear and tear by inhibiting glycosaminoglycans degradation, supports normal lubrication and shock absorption which is essential for joint structure and function.
Metabolic Wellness	Himalaya Methi Tablets, Guggul Tablets, Meshashringi. Grape Seed Extracts	Regulates the blood glucose level and reduces the cholesterol levels, purifies the blood, rich source of antioxidants, and is also anti-allergic.
Urinary Wellness	D-Mannose + Cranberry, Himalaya Uricare, Punarnava, Urinary Flow Formula, Himalaya Boerhaavia.	Useful in treating urinary tract conditions like chronic and recurrent urinary tract infections including infections during pregnancy.
Eye Concern	Eye Care Lutemax 2020, Ophtha Care Eyedrops, Himalaya Salt Eye Pillow 323, Under Eye Cream.	Reduces the dark circle, protects the sensitive area under the eye from sunlight, eye cream detoxifies and moisturises the area under the eye, and smoothens wrinkles and fine lines.
Hair Concern	Bhringaraj Oil, Onion Hair oils, Aloevera Hair Mask, Javakusum Hair Oil, Hair Tonic, Biotin Gummies, Aloevera shampoo, Bhringaraj Shampoo, Castor oil, Bhringaraj Hair Mask, Hairzone, Saw Plametto, Bhringaraj Conditioner, Coconut Milk Shampoo, Anti Hairfall Oil.	Makes hair lustrous and provides a healthy look, tonic for all types of scalp problems, limits hair fall problems, acts as a hair nourisher, and controls hair fall.



Hand & Body Concern	Turmeric Brightening cream, Bio Mulberry Cream, Derma Care, Nourishing Body Lotion, Apis Himalaya Honey.	Prevents infection, and ensures hand hygiene,
Digestive Wellness	Plant Based Digestive Care, Digestive Enzyme, Yashtimadhu, Probiotics 35 Billion CFU, Probiotic 50 Billion, Licorice, Plant-Based Digestive Care.	It promotes appetite and aids healthy digestion, and stimulates digestive enzyme responsible for healthy digestion. Indigestion Belching Abdominal bloating Loss of appetite.

Source: Compiled by Author.

## 10. SWOC ANALYSIS :

SWOC is a four-box strategy analysis and development framework that has been around for decades and is one of the most widely used tools in modern times. It is used by most business organizations, commerce, industry, etc., in higher education as a curriculum of business studies and strategy training courses [24]. It is a system that helps with appropriate planning and decision-making by helping to understand the internal and external elements that affect a company's goods and plans [25]. It will help the organisation determine how to access its demonstration and visualise the macro atmosphere which helps the organisation face the competition [24]. SWOC Analysis aims to develop an organizational strategy to increase the organisation's efficiency and strengthen its competitiveness. It is also intended to find strategies to improve profitability, formulate strategies for the future, and examine the challenges and opportunities in an organization [26]. It is a study of the organization's assets, drawbacks, opportunities, and difficulties. This process is used to evaluate the organization's favourable and unfavourable situations and the difficulties it faces and to develop strategic and counter plans based on the assessment's findings [27]. This analysis is used to determine what is working now, what needs to be improved, what potential exists, and what concerns are likely to arise. It is a technique for investigating the internal and external elements influencing an organization's success and growth [28]. It will make clear the state of the market on the inside. It also highlights the industry's advantages, disadvantages, possibilities, and difficulties [29] (Figure 1).

**Strengths:** Strengths are the attributes and skills an organisation possesses that will aid in achieving its objective. It consists of human resource skills, process effectiveness, financial resources, company-produced goods and services, customer goodwill, and brand-loyal customers. [30].

**Weaknesses:** Weaknesses are internal organisational factors. These internal variables prevent an organisation from having the skills, resources, or qualities essential to its success. It is also known as flaws, defects, or limitations, and it will disadvantage an organisation compared to the competitors [31].

**Opportunities:** The external factors that will give any organisation a competitive advantage are regarded as opportunities. What happens outside the organisation is also essential as internal factors [32].

**Challenges:** What difficulties must any company overcome? What issues is the company having with its competitors, whether job, product, and service quality standards are changing, whether technology is endangering any positions, whether the company is having issues with bad debts or cash flow, and whether any of its weaknesses pose a threat to the company's operations [33].

## SWOC ANALYSIS OF HIMALAYA COMPANY :

### Strengths:

- The enterprise is located in the Himalayan foothills is a distinct advantage. Being organic in the natural world conveys a different message to customers than being organic in the laboratory.
- The name Himalaya creates a positive perception in the minds of the customers.
- The fact that the products are made in the Himalayan foothills adds to the brand's credibility.
- The brand outperformed the competition by being the first to serve frozen food in the sector.
- As the company has a strong distribution network in almost all the states, it ensures the timely availability of products to the customers.
- Because the company's production costs are so low, the products are inexpensive. The corporation successfully sold the products to its clients at a reduced price because of the lower price.

- The company can generate good returns on the capital it has invested.
- Automatic technology allowed for more efficient use of existing resources, resulting in lower production costs and consistent quality and the ability to make items in response to demand fluctuations.
- The company's creative team helped to develop the new product and enter the new market, and find success.
- It has a solid social media network, especially Facebook, Twitter, and Instagram, covering millions of followers with a high degree of customer engagement in lesser customer response time on those channels.

**Weaknesses:**

- The company requires a large amount of money to operate, so there is a constant requirement for cash flow to provide final products to customers.
- The company needs to depend on seasonal raw materials, and thus their non-availability causes delay in the production of commodities and increase the cost of products because raw materials must be over-cultivated and stored to be conserved.
- Because the crops are susceptible to preservatives and pesticides used to improve cultivation, there is a significant cost associated with manufacturing raw materials due to the possibility of crop losses.
- Because preservatives and insecticides are employed to store raw materials, they may have an unfavourable effect on the finished products.
- Because even international corporations are getting into the Ayurvedic products business, the company must compete in the worldwide market.

**Opportunities:**

- As there is a ready market for organic products internationally, Himalaya company should expand their business globally. In order to be successful in the global market, the company should have a proper marketing plan because the customers' preferences are changing daily.
- Changing the lifestyle of the present-day consumers, who are more inclined toward organic products, there is more scope for products produced by Himalaya Company.
- More marketing and promotional activities are required as the company is in the growing stage. The products can be properly developed and positioned by spreading information about the benefits of organic products.
- Concentrating more on online business will be an added opportunity for the company to increase sales because it is possible to reach many numbers of customers even when it is not possible to reach the customers directly.
- Since the prices of the products are high due to the high cost of raw materials, there is a need

**Challenges:**

- As it requires a high investment to cultivate the raw materials required to manufacture the products like crops, plants, etc., the cost of raw materials will increase which in turn will increase the cost of final products.
- As there is more demand for organic products globally, the demand for organic products is increasing. This may attract new businesses to enter the field. This may pose a challenge to the company.
- To be considered trustworthy, products must be scientifically validated and documented.'
- Since Ayurvedic products have become more well-known, many people have begun to use them. This has provided all businesses an option to enter the Ayurvedic product market. As a result, facing worldwide competition is a problem for the organization.
- Since the raw materials required are based on agriculture mainly affected by natural calamities, the risk of losing the crops is higher. If so, there may be a huge loss to the company.



Fig. 1: SWOC Analysis Framework

## 11. MARKETING STRATEGY :

A company's marketing plan will determine how it will respond to client needs. It also entails the actions necessary to sustain the relationship with other parties involved, like shareholders, workers, suppliers, etc. [34]. In order to succeed in a cutthroat business environment, one must be able to meet customers' wants more efficiently than rivals. The pursuit of a sustained competitive edge will be aided by a consistent focus on the client's needs [35]. Since the development and implementation of marketing strategies are viewed as two distinct activities in the standard approach to formulating marketing

strategies, it is challenging to implement them [36]. Given the higher expense, management should exercise extreme caution while drafting the marketing strategy. There needs to be communication between the marketing and finance departments to create a customer-centric marketing plan that will boost the organization's financial resources [37]. It is the method most frequently used to examine and evaluate a firm's overall combative role and state. The main goal is to assess a strategic business plan that matches the organization's resources and expertise with the demands of the environment in which it works [38]. It aims to add value for clients and profit from market competition by utilising the most fiercely competitive. Knowing the client's behaviour is crucial for gaining and keeping a competitive edge [39].

### MARKETING STRATEGY OF HIMALAYA COMPANY :

Himalaya provides a variety of medical supplies. These goods are divided into categories such as personal care items for clients of all ages, nutrition and wellness items that serve as health supplements for people who are deficient in minerals and vitamins, particularly youngsters and the elderly, mother care items, and baby care items. Given that the Himalaya brand offers a variety of product categories, it employs a diversified targeting strategy. The products are well-liked by young individuals who have acne and skin issues. Because of this, the corporation divides the market into age groups.

#### Offline marketing:

Himalaya Company is selling its products through multiple outlets such as modern trade centres, Himalaya exclusive stores, chemists and general stores.

**Digital marketing:** Himalaya has to transition to digital marketing for the company's ongoing expansion. Their digital strategy includes features to interact with current customers, draw in new ones, offer knowledgeable assistance and practical answers to customers' issues, raise awareness of the Himalaya brand, and offer information on herbal remedies. The business gave customers that choose to shop online a very pleasant website experience. This contributed significantly to Himalaya's entire business. The corporation uses a variety of digital marketing strategies, including:

- i. **Bloggers:** A weblog, often known as a blog, is a journal that the blogger maintains and contains content immediately published on their blog website. It is a form of marketing whereby goods are promoted through blogs to promote a website, company, brand, or service. Ads posted on blogs and information cross-syndication between blogs are also included. The blog adverts could be banners, text links, audio clips, flash animation, streaming video, plain text, or plain text links.
- ii. **Search Engine Optimisation:** The Himalaya Company was present when the internet began to develop; they embraced the new technology and adapted their business plans to the new platform. The organisation is now reaping the benefits of this technology's adoption in terms of brand recognition and income generating.
- iii. **Social Media Marketing:** The Himalaya Company is well-represented on social media. It has a Facebook fan page and a large community that brags about its active engagement. Additionally, it expanded to other online venues such as microsites and YouTube. These platforms usually collaborate with the influencers like sportspersons, celebrities, online experts and so on based on their fan followers. With the help of these influencers, YouTube is usually filled with videos of their advertisement, which will be dubbed into various regional languages to reach every corner of the country.
- iv. **Wellness campaign:** Himalaya Wellness Company recently launched a campaign named Khush Raho Khushal Raho, which inspires consumers of all age groups to prioritise health and wellness. Over the past couple of years, people started realising the importance of health and wellness in one or the other way. The old saying health is wealth has never been more accurate and Himalaya company, which pioneered wellness and built its legacy over the past, reinstilled and reiterated the role of wellness in everyone's life.
- v. **TV Commercials:** A few years back, Himalaya launched its fairness cream named Himalaya Natural Glow Fairness Cream. It was supported in TV Commercials which show a young girl being troubled by a skin problem. The character in the commercial was already an achiever. The campaign was launched with the theme of Challenge Accepted.

vi. **Himalaya for him Campaign:** Himalaya introduced a new product, men's facewash, specially meant for men under the brand Himalaya for him. The initial facewash named Pimple Clear Neem Facewash became successful in the introduction stage itself. Later the company added new products under this campaign, like Instant Oil Clear Lemon Facewash and Power Glow Licorice Face Wash. On its Facebook page, Himalaya Wellness Company has a total of 99774 likes, 118190 followers with 4.6 ratings, Himalaya Personal Care has 340672 Likes, 350514 followers with 4.5 ratings, Himalaya pharmaceuticals has 14420 likes, 16110 followers, Himalaya Baby Care has 314359 likes, 322076 followers with 4.5 ratings, Himalaya Men has 189449 likes, 193671 followers with 4.4 ratings. This shows the development of the company digitally. The hurdle in any of the ventures of any business unit is generating public awareness. Himalaya crossed the hurdle by the magical wings of digital marketing strategies.

## **12. MARKETING MIX OF HIMALAYA COMPANY :**

### **A. Product :**

Himalaya company offers products in different categories like Pharmaceuticals, Products for Mothers, Wellness Products, Personal Care Products, Baby Care Products, Nutritional Products, and Animal Care Products. Himalaya ranked one among the 500 top pharmaceutical companies. The company offers products under two categories, i.e., body care and nursing. In pharmaceuticals, it offers various products for men, women, and children. The company offers 60 strong products for men, women and children. These products address the disorders like diabetes, osteoporosis, and hepatitis B. wellness products cater to the products used as supplementary to one's lifestyle-related inadequacies. These products will help improve problems like digestion, weight, immunity, memory, etc. The company has a new range of doctors who endorse baby products produced and developed using naturally derived ingredients. It also offers products for bone development in animals and herbal feed supplements for fish, poultry and livestock. Under this brand, natural grooming products are also available for pets.

### **B. Price :**

In order to market its products, Himalaya Company uses a competitive pricing approach. Because the products require value-based pricing, the prices are always set higher than those of the competitors. The costs are set at a higher level because the substances used to make the products are expensive. This aided the business in providing clients with high-quality goods and made it feasible to increase customer happiness. It is also flexible with its pricing strategy because they can adapt quickly to the competitor's newer pricing strategies.

### **C. Place and distribution :**

The Himalaya Company produces goods locally and markets them both domestically and internationally. Foreign markets account for more than half of company revenue. It will locate a partner and the necessary technical information in another country. The necessary knowledge will then be sent to the relevant parties. The parent corporation, India will send the required raw resources to that foreign nation. Himalaya has 60–70 square feet of space in each of its businesses, including department stores, shops within shops, and unique retail outlets that are 300 square feet. Pharmacies are where pharmaceutical products are sold. Millions of clients can purchase Himalaya Company products in more than 106 nations.

### **D. Promotion and advertising :**

Himalaya uses direct sales and advertising to market its products to consumers. Emails, letters, booklets, and brochures are all used. Its marketing and distribution plan includes television, print, and online advertisements. It is a customer service portal available to answer any questions you may have regarding Himalaya medication goods. Sales are increased using the direct marketing technique, which provides details about the company's items. Additionally, it performed media interviews to enhance the brand's reputation and address any lingering doubts about the product.



### 13. DISCUSSION :

Due to the growing contribution of the consumer products segment, the revenue of Himalaya Wellness Company expanded at a CAGR (Compound Annual Growth Rate) of 15.2% over FY15-FY21. The company's revenue climbed by 9.5% due to higher sales in the consumer products and animal health care segments, representing 17% and 14% of the company's total revenue growth, respectively. Compared to a single digit in 2020, the company's EBITDA increased by 80% in 2021. This increase is brought about by a decline in labour and advertising costs, segment consolidation and portfolio diversification [40]. Himalaya Wellness Company's "Wellness in Every Home, Happiness in Every Heart" campaign encouraged people of all ages to prioritise health and wellness [41]. Himalayan Wellness Private Limited's revenue/turnover is Under INR 1 crore, the company's net worth has declined by 24.95%, its EBITDA has increased by 14.93%, its total assets have decreased by 42.10%, and its liabilities have risen by 16.26% [42].

### 14. FINDINGS :

- (1) One of the company's key advantages is its position in the foothills of the Himalayas. The name alone strengthens the company's reputation [43].
- (2) One of India's herbal production companies, Himalaya, has received a Good Manufacturing Practices Certificate (GMP) [44].
- (3) Due to its purity and health guarantee, the Himalaya company is among the top 10 Ayurvedic businesses [45].
- (4) Stress-relieving products were in demand during the COVID pandemic's second wave. Balm and anti-stress product sales increased by 50–80% [46].
- (5) When testing its herbs, Himalaya employs the Liquid Chromatography-Mass Spectrometry technique. A given extract's molecules will be separated using LCMS, which also aids in determining the product's chemical makeup [47].
- (6) Himalaya partnered with the online retailer Snapdeal to meet the rising demand for ayurvedic goods in non-metro areas. [48].
- (7) Himalaya launched my lakshya campaign, a unique promotion that redefines the significance of achieving one's dreams as a consumer. The fundamental goal of this effort was to close the gap between their ideal and current careers [49].
- (8) India Ratings and Research (Ind-Ra) awarded Himalaya Wellness Company an A+ rating. In order to determine the ratings, Himalaya Global Holdings Ltd (HGH) and Himalaya Drug Company Pvt Ltd (HDCPL) are both taken into account [50].

### 15. RECOMMENDATIONS :

- (1) It is advised that all products be validated and recorded scientifically because this is a requirement for items to be accepted on the international market.
- (2) Because the business is expanding and they can gain more and more notoriety through those activities, they must concentrate on marketing initiatives.

### 16. CONCLUSION :

One of the top Indian companies for herbal products is Himalaya. The company creates a range of health items that are beneficial for boosting immunity as well as treating a number of ailments. The corporation faces various social difficulties, opportunities, strengths, and limitations. It uses various marketing techniques to boost sales and contend with competitors. It also entered digital marketing. It manufactures goods under various categories, including goods for moms, for wellness, for the individual, for the child, for nutrition, and for the treatment of animals. It uses a value-based pricing approach to set the product's price. The goods are offered for sale both domestically and abroad. Himalaya Company is one of the top herbal businesses today, offering high-quality products.

### REFERENCE :

- [1] Parimaladevi, D. P., & Anitha, V. (2018). An Empirical Study on Consumers' Buying Behaviour and Satisfaction towards Patanjali Products in Erode City. *International Journal of Business and Management*, 11(10) 1-9. [Google Scholar](#)

- [2] Arya, V., Thakur, R., Kumar, S., & Kumar, S. (2012). Consumer buying behaviour towards Ayurvedic medicines/products in Joginder nagar-A survey. *Ayurpharm-International Journal of Ayurveda and Allied Sciences*, 1(3), 60-64. [Google Scholar](#)
- [3] Mukherjee, P. K., Nema, N. K., Venkatesh, P., & Debnath, P. K. (2012). Changing scenario for promotion and development of Ayurveda—way forward. *Journal of ethnopharmacology*, 143(2), 424-434. [Google Scholar](#)
- [4] Deshpande, S. M. (2015). Study of current market scenario & marketing prospects against changing attitude of consumers towards buying of Ayurvedic medicines in India. *International Journal of Business and Management Invention*, 4(6), 48-54. [Google Scholar](#)
- [5] Misra, R., Singh, S., & Mahajan, R. (2022). An Analysis on Consumer Preference of Ayurvedic Products in Indian Market. *Research Anthology on Recent Advancements in Ethnopharmacology and Nutraceuticals*, 11(4), 925-941. [Google Scholar](#)
- [6] Verma, S., & Singh, S. P. (2008). Current and future status of herbal medicines. *Veterinary world*, 1(11), 347-350. [Google Scholar](#)
- [7] Savaliya, A. A., Shah, R. P., Prasad, B., & Singh, S. (2010). Screening of Indian aphrodisiac ayurvedic/herbal healthcare products for adulteration with sildenafil, tadalafil and/or vardenafil using LC/PDA and extracted ion LC–MS/TOF. *Journal of pharmaceutical and biomedical analysis*, 52(3), 406-409. [Google Scholar](#)
- [8] Wong, V., Turner, W., & Stoneman, P. (1996). Marketing strategies and market prospects for environmentally-friendly consumer products 1. *British journal of Management*, 7(3), 263-281. [Google Scholar](#)
- [9] Jordan, S. A., Cunningham, D. G., & Marles, R. J. (2010). Assessment of herbal medicinal products: challenges, and opportunities to increase the knowledge base for safety assessment. *Toxicology and applied pharmacology*, 243(2), 198-216. [Google Scholar](#)
- [10] Dicu, C., Bondoc, M. D., & Popescu, M. B. (2019). A Quantitative Approach to Profitability Ratios. *Scientific Bulletin-Economic Sciences, University of Pitesti*, 18(1), 57-65. [Google Scholar](#)
- [11] Anquez-Traxler, C. (2011). The legal and regulatory framework of herbal medicinal products in the European Union: a focus on the traditional herbal medicines category. *Drug Information Journal*, 45(1), 15-23. [Google Scholar](#)
- [12] Mukherjee, P. K., Harwansh, R. K., Bahadur, S., Banerjee, S., Kar, A., Chanda, J., ... & Katiyar, C. K. (2017). Development of Ayurveda—tradition to trend. *Journal of ethnopharmacology*, 197(1), 10-24. [Google Scholar](#)
- [13] Hankey, A. (2005). The scientific value of Ayurveda. *Journal of Alternative & Complementary Medicine*, 11(2), 221-225. [Google Scholar](#)
- [14] Tachjian, A., Maria, V., & Jahangir, A. (2010). Use of herbal products and potential interactions in patients with cardiovascular diseases. *Journal of the American College of Cardiology*, 55(6), 515-525. [Google Scholar](#)
- [15] Moreira, D. D. L., Teixeira, S. S., Monteiro, M. H. D., De-Oliveira, A. C. A., & Paumgarten, F. J. (2014). Traditional use and safety of herbal medicines. *Revista Brasileira de Farmacognosia*, 24(1), 248-257. [Google Scholar](#)
- [16] Thatte, U., & Bhalerao, S. (2008). Pharmacovigilance of ayurvedic medicines in India. *Indian Journal of Pharmacology*, 40(1), 10-12. [Google Scholar](#)

- [17] Sharma, A. K., Kumar, R., Mishra, A., & Gupta, R. (2010). Problems associated with clinical trials of Ayurvedic medicines. *Revista Brasileira de Farmacognosia*, 20(2), 276-281. [Google Scholar](#)
- [18] Gogtay, N. J., Bhatt, H. A., Dalvi, S. S., & Kshirsagar, N. A. (2002). The use and safety of non-allopathic Indian medicines. *Drug safety*, 25(14), 1005-1019. [Google Scholar](#)
- [19] Banerjee, M. (2002). Power, culture, and medicine: Ayurvedic pharmaceuticals in the modern market. *Contributions to Indian Sociology*, 36(3), 435-467. [Google Scholar](#)
- [20] Khan, M. T. (2014). The concept of 'marketing mix' and its elements. *International journal of information, business and management*, 6(2), 95-107. [Google Scholar](#)
- [21] Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of strategic Marketing*, 19(7), 555-573. [Google Scholar](#)
- [22] Leigh, D. (2009). SWOT analysis. *Handbook of Improving Performance in the Workplace*, 1(3), 115-140. [Google Scholar](#)
- [23] Mohapatra, U., Rudrapur, S., Hiremath, D. B., & Mohapatra, S. (2018). Medicinal and aromatic plants sector in Karnataka: an economic perspective and SWOT analysis. *J. Pharmacogn. Phytochem*, 1(1), 232-235. [Google Scholar](#)
- [24] Falcone, P. M., Tani, A., Tartiu, V. E., & Imbriani, C. (2020). Towards a sustainable forest-based bioeconomy in Italy: Findings from a SWOT analysis. *Forest policy and Economics*, 110(1), 101910-101919. [Google Scholar](#)
- [25] Nayak, P., & Kayarkatte, N. (2020). Sustainability Study of Green Buildings in India-Through Pestle and Swoc Analysis. *International journal of business management and allied science*, 7(3), 20-30. [Google Scholar](#)
- [26] Prabhu, N., & Aithal, P. S. (2022). A New Model on Customers' Attraction, Retention, and Delight (CARD) for Green Banking Practices. *Retention, and Delight (CARD) for Green Banking Practices*, 7(1), 535-562. [Google Scholar](#)
- [27] Wang, J., & Wang, Z. (2020). Strengths, weaknesses, opportunities and threats (Swot) analysis of China's prevention and control strategy for the covid-19 epidemic. *International Journal of Environmental Research and Public Health*, 17(7), 2235-2251. [Google Scholar](#)
- [28] Madhura, K., & Niyaz Panakaje, D. (2022). Development of Fashionable Products through Online Retailing: A Case Study on Amazon and Flipkart. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 6(1), 61-75. [Google Scholar](#)
- [29] Mendon, S., Salins, M., & Aithal, P. S. (2018). Organic Agricultural Products: A Comparative Study of India with Other Economies. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 2(2), 86-97. [Google Scholar](#)
- [30] Aithal, P. S., & Kumar, P. M. (2015). Applying SWOC analysis to an institution of higher education. *International Journal of Management, IT and Engineering*, 5(7), 231-247. [Google Scholar](#)
- [31] Namboothiripad, P., Pushpa, J., Mahandrakumar, K., Amarnath, J. S., & Prabakaran, K. (2021). An Impact Study on Organic Agriculture-SWOC Analysis. *Indian Journal of Pure & Applied Biosciences*, 9(1), 92-98. [Google Scholar](#)
- [32] Jha, S. (2022). Role of Technology in Medical Education: SWOC Analysis. *SBV Journal of Basic, Clinical and Applied Health Science*, 5(1), 19-21. [Google Scholar](#)
- [33] Singh, T. P. (2017). Organized Retailing-A SWOC Analysis. *International Journal of Research in Management & Business Studies*, 4(3), 27-31. [Google Scholar](#)

- [34] Miller, N. J., Besser, T. L., & Weber, S. S. (2010). Networking as marketing strategy: a case study of small community businesses. *Qualitative Market Research: An International Journal*, 13(3), 253-270. [Google Scholar](#)
- [35] Lamberti, L., & Noci, G. (2010). Marketing strategy and marketing performance measurement system: Exploring the relationship. *European Management Journal*, 28(2), 139-152. [Google Scholar](#)
- [36] Cespedes, F. V., & Piercy, N. F. (1996). Implementing marketing strategy. *Journal of Marketing Management*, 12(1-3) 135-160. [Google Scholar](#)
- [37] Frederick, D. P., & Parappagoudar, S. K. (2021). SWOC Analysis of Zomato-A Case of Online Food Delivery Services. *International Research Journal of Modernization in Engineering Technology and Science*, 3(3), 537-544. [Google Scholar](#)
- [38] Salins, M., Mendon, S., & Aithal, P. S. (2019). A Comprehensive Analysis of Top Indian Cosmetic Company: LAKME. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 3(2), 79-90. [Google Scholar](#)
- [39] Wellness in Every Home Happiness in Every Heart from <https://www.adsoftheworld.com/campaigns/wellness-in-every-home-happiness-in-every-heart-523b0029-1bf4-4ac4-9c81-9a3bcd8e5bfa> on 07/09/2022.
- [40] Financials of Himalayan Wellness Private Limited from <https://www.tofler.in/himalayan-wellness-private-limited/company/U70102PB2015PTC039813/financials> on 07/09/2022.
- [41] Kumar, V., & Petersen, J. A. (2005). Using a customer-level marketing strategy to enhance firm performance: a review of theoretical and empirical evidence. *Journal of the Academy of Marketing Science*, 33(4), 504-519. [Google Scholar](#)
- [42] Bhatt, A., Rawal, R. S., & Dhar, U. (2006). Ecological features of a critically rare medicinal plant, *Swertia chirayita*, in Himalaya. *Plant Species Biology*, 21(1), 49-52. [Google Scholar](#)
- [43] It's our science retrieved from <http://himalayatogo.com/about-us/its-our-science> on 02/08/2022.
- [44] Top 10 Ayurvedic companies in India to look for in 2021 retrieved from <https://www.pharmafranchiseworld.com/top-10-ayurvedic-companies-in-india-to-look-for-in-2021/> on 03/08/2022.
- [45] The Covid 19 opportunity for ayurveda retrieved from <https://www.fortuneindia.com/venture/the-covid-19-opportunity-for-ayurveda/104648> on 03/08/2022.
- [46] Research and Development retrieved from <https://himalayawellness.in/pages/research-and-development-center> on 04/08/2022.
- [47] Marico, Godrej and Himalaya list value-selection on Snapdeal to widen reach in non-metros retrieved from <https://economictimes.indiatimes.com/tech/technology/marico-godrej-and-himalaya-list-value-selection-on-snapdeal-to-widen-reach-in-non-metros/articleshow/80290017.cms> on 04/08/2022.
- [48] India Ratings & Research from <https://www.indiaratings.co.in/pressrelease?pressreleaseid=56832&title=india-ratings-affirms-himalaya-wellness-company-at-%E2%80%98ind-a%2B%E2%80%99;-outlook-stable> on 07/09/2022.
- [49] Himalaya launches My Lakshya, a campaign to inspire youth retrieved from <https://www.adgully.com/himalaya-launches-my-lakshya-a-campaign-to-inspire-youth-60118.html#:~:text=The%20Himalaya%20Drug%20Company%2C%20India's,value%20of%20i ving%20your%20dream> on 05/08/2022.

[50] Himalaya Drug Company Private Limited retrieved from <https://www.quickcompany.in/company/himalaya-drug-company-private-limited> on 06/08/2022.

\*\*\*\*\*