

# A Study on Marketing Strategies, SWOC Analysis and CSR Activities of HCP Wellness Private Ltd

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### ABSTRACT

**Purpose:** According to Ayurveda, often known as the science of life, illnesses are brought on by mental or emotional imbalances or stress. To achieve harmony between the body, mind, spirit, and environment, it promotes certain lifestyle changes and natural remedies. Every person is born with a combination of the three doshas—vata, pitta, and kapha—according to Ayurveda. It's crucial to keep the three in balance if you want to be healthier. To suit the evolving demands of customers around the world, HCP Wellness Pvt Ltd, a well-known company in ayurveda, offers private-label cosmetics, skincare, ayurvedic and herbal health care, and toothpaste for oral care. The researcher focused on outlining HCP Wellness Pvt. Ltd.'s advantages, disadvantages, opportunities, and threats as well as the many goods the business produces, the marketing tactics used, and CSR initiatives.

**Methodology:** This qualitative research paper draws on secondary data from research papers that have been published in a variety of journals, books, newspapers, publications, the company's annual reports, and related articles.

**Originality:** This article explores the wide range of wellness goods produced by HCP Wellness Pvt. Ltd., as well as the SWOC analysis of the business, marketing plans, and CSR initiatives.

**Value:** The study examined the company's strengths, flaws, prospects, and difficulties to determine if it is strong enough in terms of quality.

**Findings:** People are more likely to purchase ayurvedic over-the-counter products than those that doctors advise. It produces a vast variety of goods across numerous categories. Gujarat knows it best for producing herbal cosmetics. It offers both offline and online sales of its items. To compete and sell its products on the global market, it uses a variety of marketing techniques.

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

**Keywords:** Ayurveda, ayurvedic products, SWOC Analysis, HCP Wellness Pvt Ltd, marketing strategies, CSR activities.

### 1. INTRODUCTION :

Ayurveda is a conventional medical system that not only treats illnesses but also prevents them. Despite changes in the environment, lifestyle, culture, and disease patterns, this traditional system of medicine remains relevant today [1]. As a result of its vagueness and philosophical doctrines that were unfathomable to the Western intellect, it eventually came under fire. Ayurvedic colleges in India, however, constantly encourage adhering to scientifically based Ayurvedic principles [2]. Plant-based products are crucial to the healing process. When utilized appropriately, ayurvedic products are claimed to be beneficial to health. Anything used improperly, even if it is healthy, will produce subpar results [3]. Scientific validation and documentation are crucial for quality assessment and ayurvedic products' adoption on the international market. The quality of ayurvedic goods can be improved thanks to their identification, purity, safety, medicine content, and physical and biological qualities [4]. Marketing strategy is a notion that is essential to marketing practice and is at the intellectual core of the discipline of strategic marketing. Additionally, it is where many of the most urgent problems currently facing CMOs and marketers are concentrated [5]. Any organization's marketing strategies must be backed by

the organization's strategy in order to be effective [6]. Numerous researchers have studied in SWOC over the past 60 years. One of the most crucial tools for any strategic planning is SWOC analysis [7]. This framework will assist in analysing the advantages, disadvantages, opportunities, and difficulties faced by any company, its offerings, and its rivals. It is a detailed examination of the setting in which it operates, with the conclusions being incorporated into the organization's decision-making process [8]. Any company organization's economic, legal, ethical, and philanthropic duty to society is known as corporate social responsibility (CSR). This commitment arises from the higher expectations of stakeholders including shareholders, employees, consumers, and others. In order to maximise the benefits, they may offer to communities and minimise the bad effects on the diverse settings where their enterprises operate, the majority of business organisations now participate in CSR [9]. Organizations that participate in CSR initiatives can get a better reputation or image, more consumer purchasing intent, or enhanced customer loyalty. CSR has advantages for both commercial organisations and society at large. The quality of the CSR activities carried out by the society, however, will determine the rewards [10].

**2. REVIEW OF LITERATURE :**

One can avoid and promote the upkeep of health as shown in Ayurveda by maintaining a balance in their life by good thinking, nutrition, lifestyle, and the usage of herbs. Ayurveda, one of the earliest medical systems, routinely uses plants to create remedies. Currently, ayurvedic products are in high demand in both the domestic and international markets. Ayurvedic products are produced by a number of businesses, including Dabur India, Patanjali, Sandu, and others. Depending on the circumstance, each organization will choose its own marketing tactics. There is numerous research on Ayurveda businesses. Studies pertaining to the SWOC analysis and marketing tactics of Gujarat-based HCP Wellness, however, cannot be located. By using keywords like "Ayurveda: A History," "Ayurveda and Science of Aging," "Effect of Brand Awareness," "SWOC Analysis - Health Tourism," "B2B Digital Marketing Content," "Social Media Marketing," "Influence of CSR," and "CSR in B2B," the researcher concentrated on SWOC analysis, marketing strategies, and CSR initiatives from journals published between 2013 and 2022.

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

S. No.	Field of Research	Focus	Outcome	Reference
1	Ayurveda – a history	Age old history and basic principle of Ayurveda.	Ayurveda has a lengthy past. The fact that Ayurveda prioritizes the individual over the condition is one of its main advantages. The alarming need for a comparison of drugs used in traditional and modern medicine is driven by differences in species, the absence of integrated coding for every species commonly used in TSMs, different geographical locations of growth, incorrect identification and adulteration of drugs, non-uniform quality control standards, and differences in processing methods.	Jaiswal & Williams (2017). [11]
2	Ayurveda and science of aging	By contrasting the science of ageing as understood by contemporary medicine with the Ayurvedic treatises of Jara and Vriddhavastha, the	According to contemporary medicine, getting older is an illness in and of itself. Ayurveda provides time-tested treatments for healthy aging and views aging as a normal and unavoidable process. Both contemporary medicine and Ayurvedic medicine are equally	Rao, R. V. (2018). [12]

		researcher compared several aspects of aging and lifespan.	valued. The two taken together will provide the most longevity-extending effect.	
3	Effect of brand awareness	The relationship between brand awareness, use, and brand loyalty of natural herbal remedies and Ayurvedic remedies is the focus of the study.	Consumer attitudes change as a result of increased consumer knowledge about ayurveda, which benefits product awareness and utilisation. A positive correlation exists between attitude and brand usage and influence. The findings also show a positive relationship between consumers' satisfaction with products, a positive relationship between consumers' satisfaction with brands, a positive relationship between consumers' satisfaction with products and product loyalty, and a positive relationship between consumers' satisfaction with brands and brand loyalty.	Chandran et al., (2020). [13]
4	SWOC Analysis	SWOC Analysis technique applied to higher education.	Similar to smaller systems, institutions need to be dynamic in order to react to environmental forces. Unable to anticipate its future by identifying possibilities and overcoming obstacles, a stagnant institution is certain to die due to its incapacity to adapt to the changing needs of time. As a result, the first stage is to determine an institution's advantages and disadvantages. An institution's ideology, management, leadership, variety, and multiplicity are its strengths. It has a strategic drive due to the geography, location, and infrastructure. Strength is determined by key players and activities.	Aithal & Kumar (2015). [14]
5	SWOC Analysis – health tourism	Health tourism development strategies based on yoga, ayurveda, and meditation are being researched for Nepal. The creation of acceptable techniques for health tourism in Nepal is the main objective.	Work must be done on policy and regulation, advertising and branding, the introduction of quality standards for health products and services, as well as the establishment of institutional support, in order to successfully implement the plan for the growth of health tourism in Nepal.	Khanal & Shimizu (2019). [15]
6	B2B digital marketing content	In order to successfully implement the plan for the growth of	Digital content marketing for businesses is an inbound marketing strategy that uses websites, social media, and value-added material. It	Holliman & Rowley (2014). [16]

		health tourism in Nepal, work must be done on policy and regulation, advertising and branding, the implementation of quality standards for health products and services, as well as the establishment of institutional support.	is thought to be an effective means of building and maintaining a trusted brand position. Brands must adopt a "publishing" strategy in order to provide content that is beneficial to B2B audiences. This strategy includes learning about the informational demands and the buying cycle of the target market. Useful, pertinent, intriguing, and timely are all adjectives used to define valuable content.	
7	Social media marketing	The nature, consequences, and current state of social media are discussed in the article, along with how they function as agents of client empowerment. It outlines several strategies for utilising them as marketing tools and describes their aptitude and potential functions as a part of the corporate marketing strategy.	Marketers need to understand that the future of marketing will be based on transparency, teamwork, co-creation, and a sincere desire to listen to and assist the customer rather than manage them. Marketing strategists that use social media will learn to work in a new business climate where the customer is once again prioritized. Social media is a change agent and a source of opportunity.	Constantinides, E. (2014). [17]
8	Influence of CSR	This chapter's goal is to investigate how CSR and corporate reputation are related and to identify how CSR initiatives contribute to the process of enhancing a company's reputation.	Findings indicate that CSR helps firms to improve reputation with stakeholders, including employees (internal customers), customers (external customers), suppliers, competitors, bankers, and investors. CSR activities affect the consequent implications that have a positive impact on corporate reputation. Responses/Impacts - The relationship between CSR and company reputation may be investigated using an empirical research paradigm; however, this study is theoretical in nature. These factors need to be assessed, and statistical analysis can be used to test the premise that CSR and business reputation are positively correlated.	Esen, E. (2013). [18]
9	CSR in B2B	The impact of a supplier's CSR efforts on business results for customers.	Two aspects of a supplier's CSR initiatives positively impact customer loyalty through different processes. While altruistic CSR builds customer-company	Homburg et al., (2013). [19]



			identification, business-practice CSR increases customer trust. The writers make a distinction between a supplier's real CSR involvement and how its clients view these CSR endeavors. Additionally, they take into account key contingency elements that indicate uncertainty and reliance in business-to-business interactions and affect CSR effectiveness.	
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**3. RESEARCH GAP :**

Numerous studies have outlined the marketing plans, SWOC evaluations, and CSR initiatives of different commercial firms. In this article, the writers attempt to examine the marketing tactics, SWOC analysis, and CSR initiatives of HCP Wellness Pvt. Ltd., a Gujrat-based manufacturer of ayurvedic wellness products.

**4. RESEARCH AGENDA :**

- Which different product categories does HCP Wellness Pvt. Ltd. produce?
- What marketing tactics has HCP Wellness Pvt. Ltd. employed?
- How do I evaluate the advantages, disadvantages, possibilities, and problems of HCP Wellness Pvt Ltd?
- What different CSR initiatives is HCP Wellness Pvt. Ltd. involved in?

**5. OBJECTIVES OF THE STUDY :**

- (1) To list the different wellness goods HCP Wellness Pvt. Ltd. Produces
- (2) To research the marketing tactics used by HCP Wellness Pvt. Ltd.,
- (3) To evaluate HCP Wellness Pvt. Ltd.
- (4) To evaluate HCP Wellness Pvt. Ltd.'s CSR efforts.

**6. SCOPE OF THE STUDY :**

The primary objectives of this project are to identify the many wellness products produced by HCP Wellness Pvt. Ltd., the marketing tactics used by the firm, the company's CSR initiatives, as well as to do a SWOC analysis of the company. The company's wellness products and a SWOC analysis constitute the sole focus of the study.

**7. RESEARCH METHODOLOGY :**

The current study is supported by secondary sources of data. Much of the information used in the study was gathered from books, journals, conference papers, periodicals, and other sources. Information about the names and functions of the wellness goods, as well as their marketing plans and CSR initiatives using Google Scholar, Sci Hub, and ResearchGate, information was acquired from the company's official website.

**8. COMPANY PROFILE :**

With FDCA (Federal Food, Drug, and Cosmetic Act) certified manufacturing licences, HCP Wellness, a partnership company founded in 2004, produces and exports a comprehensive range of Noni products, cosmetics, and herbal health care items. The firm responsible for creating all of these items uses cutting-edge and popular compositions. Regardless of the number of products produced, the company offers all of its services under one roof. For each client, the business creates, tests, and delivers unique formulae that best meet the demands of the market. Its history of product development is extensive. The manufacturing facilities are well-planned with hygienic equipment, efficient infrastructure, and an environmentally friendly work environment. They also have the necessary equipment, skilled technicians, and knowledge to produce and procure goods that satisfy international quality and

packaging standards. The quality management system complies with ISO 9001:2015, a global standard. The goods are produced in accordance with GMP (Good Manufacturing Practices) that have been approved by FDCA Gujarat. The company has an in-house, well-equipped laboratory to help its clients with detailed stability research, quality control testing, and analytical testing of the products. Market leaders in both home and foreign markets can be found among the raw material providers. With loyalty and secrecy as two of its main ideals in terms of business ethics, the organisation offers very good customer service. Mr. Mitesh Patel is in charge of all of these procedures and has a wealth of expertise and experience in the field. The business holds that happiness and well health go hand in hand. So, they started selling herbs. There are currently 11 international locations for HCP Wellness, located in Asia, Africa, South-East Asia, the United States, the United Kingdom, and Gulf states.

**Company’s motto:**

- "Quality with Care" is a starting point for creating goods that improve the care of the individual.
- The product development team selects high-quality herbs and components to enable the products deliver skin and mouth care that is focused on specific needs.
- The company is constantly interested in working together and in partnerships to create high-quality products.

**Vision:**

**The company's vision is**

- To be recognised as a premier supplier of high-quality products in the areas of dental care, skin care, personal care, and health care with a broad selection of creative, high-end products.
- In addition, they aim to have a beneficial social impact while minimizing their environmental impact.
- Build long-lasting relationships and trust with clients and customers by offering them high-quality goods at fair pricing.

**9. WELLNESS PRODUCTS MANUFACTURED BY HCP WELLNESS PVT LTD :**

**Table 2:** This table shows the various wellness products produced by HCP Wellness Pvt Ltd.

S. No.	Product Type	Product category
1.	Oral Care	<ul style="list-style-type: none"> <li>• Toothpaste – Gel, Kids, Sensitive, Medicated, Customized, etc.</li> <li>• Mouth wash</li> </ul>
2.	Skin Care	<ul style="list-style-type: none"> <li>• Creams – Day, Night, Anti-acne, stretchmark, Under eye, sunscreen, vitamin E</li> <li>• Serum – Anti-aging, Face, Vitamin C</li> <li>• Lotion: Body, sunscreen</li> <li>• Scrub – face. Body, lip</li> <li>• Peel off mask.</li> </ul>
3.	Hair Care	<ul style="list-style-type: none"> <li>• Shampoo - Aloe Vera Shampoo, Neem shampoo, Shikakai shampoo, Apple Cider Vinegar Shampoo, Keratin Shampoo, Anti Hair Fall Control &amp; Anti Dandruff Shampoo</li> <li>• Conditioner – normal conditioner, Leave-In Conditioner</li> <li>• Hair Mask - Banana Hair Mask, Egg Hair Mask, Keratin Hair Mask</li> <li>• Hair Oil - Amla, Almond, Onion, Bhringraj, Moroccan Argan Treatment</li> <li>• Hair Cream – Straightening, smoothing, spa</li> <li>• Hair Gel</li> <li>• Hair Lotion – Hair fall, Anti-dandruff.</li> </ul>
4.	Essential oil	Tea tree, sandalwood, Lavender, Rosemary, Clove, Nilgiri, Jasmine, Rose
5.	Baby Care Products	Bath Care, creams, shampoo, Oil, Powder, Lotions, Toothpaste, Petroleum Jelly, Wipes.

6.	Syrup or Oral liquid	Garlic, Amla Ashwagandha, Brahmi, Karela, Neem, Shatavari, Jamun, Gokshura, Triphala, Tulasi.
7.	Capsules	Immunity Booster Capsules, Ayurvedic Multivitamin Capsules, Ayurvedic Pain Killer Capsules, Ayurvedic Weight Loss Capsules Height Booster Ayurvedic Capsule, Ayurvedic Hair Growth Capsules, Ayurvedic Diabetes Capsules, Natural Gold Capsules, Herbal Slimming Capsule, Ayurvedic Weight Gain Capsule.
8.	Herbal Powder	Garlic powder, Ashwagandha powder, Haridra powder, Kapikachhu powder, Karela powder Shatavari powder Shilajeet powder, Yashtimadhu powder, Jamun powder, Gokshura powder, Lasuna powder Sunthi powder, Tulasi powder, Yasthimadhu powder, Trifala powder, Noni powder, Vriksh mala powder.
9.	Ointments	<ul style="list-style-type: none"> <li>• Zinc Oxide ointments</li> <li>• Diaper rash cream &amp; skin protectants</li> <li>• Vitamin A &amp; D ointments</li> <li>• Dermatological creams</li> <li>• White Petrolatum skin protectants</li> <li>• Ice Analgesic gels</li> <li>• Cough cold tablets and liquids</li> <li>• Bacitracin Zinc ointment &amp; triple antibiotic ointments.</li> </ul>

Source: Compiled by Author

## 10. MARKETING STRATEGIES :

The focus of marketing strategy seems to be shifting back to management marketing. Relationship marketing and service marketing are being included in marketing strategy studies. a key point changed focus from acquiring new consumers to keeping current ones. The new guiding principles were loyalty initiatives, key account management, and customer centricity [20]. It's critical to understand a marketing campaign's risks since they directly affect customer satisfaction, brand loyalty, and profitability. Marketing is about addressing demands and delivering advantages to both customers and businesses. indicates that the secret to success is for an organisation to cultivate a marketing attitude and culture [21].

### 10.1 HCP WELLNESS PVT LTD'S MARKETING STRATEGIES:

#### Offline marketing:

In addition to selling products domestically, HCP Wellness Pvt Ltd also exports its goods to more than 25 other nations. Pharmacies, its own stores, and trade centres all carry its items.

#### Online marketing:

Given the current modifications, HCP has a Twitter account where it posts the most updated information and deals regarding the items that its clients will utilize. It links social media, enabling users to get the information they need.

#### Bloggers:

A large website may include a blog that is used to update personal opinion or commercial content. It will frequently be interactive, operated by a single person, group, or company, and provide frequently updated content about commercial or personal commentary. Customers may read all the details about HCP Wellness's products on its blog, "Skincare and Beauty Tips for Healthy Lifestyles," which is available on the company's website. It offers conversation choices, career prospects, brand names, product information, manufacturing information, and corporate information. Personal interactions between the business and its customers will be beneficial.

#### Page on Facebook:

Facebook, one of the largest and most recognized social media networks exposes business organisations to the wide range of audience and offers the most comprehensive set of business tools. As the consumers



interest in mobile and social media shopping is increasing at present, having Facebook account means a best opportunity to get in front of customers near and far.

HCP Wellness Pvt Ltd has a Facebook account wherein the customers can get the complete details about the company.

**Twitter:**

Twitter, which has a vast user base, can be used to quickly convey information about business and to engage a target audience in dialogue. Businesses may reach millions of people worldwide on Twitter by running various types of advertising to promote their products and services. These companies and brands must pay Twitter to use the service.

Customers can learn about items, new arrivals, special offers, likes, and reviews on HCP Wellness Pvt Ltd's Twitter account, among other things. Customers can use this to decide whether or not to buy the things.

**SEO and SMO Executives:**

Social media optimization is used to bring more traffic to websites and optimize social media platforms. To put the websites on the front page of Google for search terms that are related to business, SEO will be used. Since the introduction of search engines in the 1990s, SEO has been around. But SMO is a new method introduced recently, in 2006. HCP Wellness Pvt. Ltd. appoints SEO/SMO executives who have good knowledge of on-page, off-page, and social media marketing with experience in order to be active on online platforms.

**Email:**

With a computer-based programme, electronic mail is used to quickly transmit messages between users. Email is similar to a letter, with the exception that communications are instantaneously transmitted between colleagues or acquaintances on different sides of the globe. It offers a methodical, trustworthy, and reasonably priced way to communicate information to the organization's many and varied constituents. The cost of information transmission is extremely low, and email distribution lists may be easily created, updated, and maintained.

Customers can mail the business a report if they find any errors in the information provided by the company. The most recent information will then be included in an email sent by the company during the following two hours.

**11. SWOC ANALYSIS :**

SWOC analysis is a method for examining a company's internal resources. The MindTree SWOC Analysis focuses on the opportunities, challenges, strengths, and weaknesses of a company's companies and operations [22]. Most corporate organisations will use the SWOC analysis technique to improve organisational efficiency and boost competitiveness. It is focused on researching the organization's strengths, weaknesses, opportunities, and challenges [23]. SWOC analysis is a method for examining a company's internal resources. The Mind Tree SWOC Analysis focuses on the opportunities, challenges, strengths, and weaknesses of a company's companies and operations [24]. Most corporate organisations will use the SWOC analysis technique to improve organisational efficiency and boost competitiveness. It is focused on researching the organization's strengths, weaknesses, opportunities, and challenges. The SWOT analysis technique views opportunities and threats as external variables, whereas strengths and weaknesses are internal [25].

**11.1 SWOC ANALYSIS OF HCP WELLNESS PVT LTD:**

**Strengths:**

- Various technology businesses' successful mergers and acquisitions contributed to the creation of a trustworthy supply chain.
- Company's marketing initiatives were very successful.
- The company has a large dealer network, which will aid in marketing the company's goods as well as spending money on educating the sales staff to explain to customers how to get the most out of the company's goods.
- The corporation has a significant cash flow, which enables it to fund new initiatives.
- The automation of activities maintains quality consistency.
- Successful product innovation track records can be shown while creating new products.

- The business has a wide range of successful brands.

**Weaknesses:**

- There were fewer chances for expansion as a result of lower technology investment.
- In comparison to competitors, there are more days of inventory, which results in more capital.
- The corporation is not using cash more effectively, according to the current ratio and liquidity ratios.
- Even if the product is successful in terms of sales, the positioning and USP are not clearly defined, which could lead to attacks in the segments from the rivals.
- A low attrition rate could mean that staff perform poorly.
- R&D has extremely little investment.
- The transition of the corporation to new product categories was difficult.

**Opportunities:**

- The business created a new sales channel by increasing its financial commitment to the online platform.
- The corporation has the chance to boost profits or give the savings to customers as a result of the products' declining prices.
- The market's growth will help the business become more competitive.
- As a result of greater public awareness and a green drive, businesses that produce natural herbs, such as HCP, have the chance to gain new clients and grow their market share.

**Threats:**

- Due to the seasonal nature of demand for highly valuable products, the company's profitability could be affected by an unusual occurrence during the busiest time of the year.
- Sales fluctuate greatly from month to month due to irregular product supply.
- Due to shifting customer behaviour, online platforms may pose a threat to the current supply chain model, which is based on physical infrastructure.
- The corporation can be threatened by new technology developed by competitors.

## **12. CORPORATE SOCIAL RESPONSIBILITY :**

Any business's primary goal today is to serve a societal purpose rather than to make a profit. Most businesses will create the items and services that the public wants [26]. It is understood to be the obligation of the organisation to choose and fund numerous social initiatives for the benefit and well-being of people through donations. When CSR initiatives foster a favourable atmosphere, the relationship between the organisation and its customers may thrive [27].

### **12.1 HCP WELLNESS PVT LTD'S CSR ACTIVITIES:**

The corporation consistently seeks to offer value to its goods, partners, and organisations as part of its corporate social responsibility. The organisation seeks both internal and external viewpoints to better understand the risks and opportunities related to economic, environmental, and social factors. Sustainable development, energy management, environmental stewardship, product stewardship, occupational health and safety, and social institution building were the company's strategic pillars that it worked on and put a lot of emphasis on.

#### **CSR Policies of HCP Wellness Pvt Ltd :**

- (1) The business resolved to uphold all relevant laws and regulations through its goods and services.
- (2) Throughout the lifespan of its goods and services, the company will strive for the safe and effective use of resources, including resource recycling.
- (3) The organisation strives to source major raw materials, goods, and services to continuously enhance the balance between social, economic, and environmental aspects.
- (4) The business made an effort to spread awareness regarding proper product and packaging disposal.
- (5) Effort to guarantee that all products are created, transported, and bought through a system that incorporates company policies regarding labour standards, ethics, human rights, safety, and the environment.

- (6) Progressively take into account pertinent social and environmental factors as you create your product.
- (7) Recognize and uphold the rights of any individuals who may be in possession of traditional knowledge or other types of intellectual property, as necessary.

#### **Health and Safety:**

The organisation always maintains a working atmosphere that aids in achieving the greenest and safest operation standards in order to be more health, environment, and safety concerned. For the best outcomes all year long, it consistently focuses on enhancing operational discipline and developing safety measures. The best quality management and occupational health and safety management systems are integrated throughout all of its production divisions.

#### **Social Care and Concern:**

As one of its basic beliefs, commitment to society and the environment is essential. Numerous community efforts, such as different programmes geared toward bettering health, education, sustainable development, and economic empowerment, have been implemented there. It adheres to a straightforward social ideology, namely that community investment is just as significant as economic investment.

#### **Culture Contribution:**

By including its objectives and obligations towards society and the environment, HCP Wellness has fully incorporated the concept of sustainability into the core of its business. It seeks to create a company that will continuously add value for all of its stakeholders for a number of generations by putting a strong emphasis on energy efficiency, embracing new technologies, and upholding safety and environmental standards.

### **13. FINDINGS :**

- (1) People are more likely to purchase ayurvedic over-the-counter products than those that doctors advise [28].
- (2) Scientific information about herbal drugs needs to be spread widely in order to compete on the global market and give consumers more satisfaction [29].
- (3) Given the rising demand for natural treatments, Ayurveda has a bright future as a business venture in India [30]
- (4) The market potential for ayurvedic products is currently \$20 billion, but it is expected to expand to \$5 trillion by 2050 due to its rapid expansion [31].

### **14. RECOMMENDATIONS :**

- (1) The organisation must invest more in training and development because of the high attrition rate.
- (2) Since it is so cheap compared to competitors, more R&D funding is needed.
- (3) To use funds more effectively, sound financial planning is necessary.
- (4) The business must make greater technology investments in order to achieve its expansion goals.

### **15. CONCLUSION :**

The well-known Gujarati manufacturer of herbal cosmetics, HCP Wellness Pvt. Ltd., is well-known for its line of wellness products. It produces a range of goods that strengthen immunity and treat a number of illnesses. It has various opportunities, dangers, problems, opportunities, and weaknesses. It uses a variety of techniques to advertise its goods and contend with the opposition from its numerous rivals. It provides a range of goods for various demographics, including young people, mothers, women, the elderly, and so forth. As a third-party private label cosmetic manufacturer, the business continues to create R&D formulations for fresh, in-vogue cosmetic products. It also offers a selection of ayurvedic products under private label cosmetic manufacturing, enabling established brands or start-up businesses to market these goods under their own private label brands with little to no customization.

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