

Summary Report: Market Research for Biological Enzyme Product Launch

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1. Current Situation of the Client

1.1. Introduction to the client - a biological enzyme fermented from pineapple peel company

The client is proud to be a manufacturer of natural, safe, and environmentally friendly products, free of harmful chemicals. With the goal of helping those who do housework and are often exposed to cleaning work safer, the company offers natural cleaning products, helping to reduce worries about cleaning chemicals in daily life.

The company applies ENZYME TECHNOLOGY FROM PINEAPPLE with abundant local pineapple raw materials, combined with essential oils to create quality product lines for many different purposes:

- Home Care: Natural and safe cleaning products for health.
- Car Fresh: Car cleaning and deodorizing products, keeping the car space always fresh.
- SweetieBoss (For Pets): Pet care and hygiene products, safe and gentle on pet's skin.

They choose the factor of safety for health and nature as the core foundation in the product development strategy, committed to bringing products that are not only effective but also protect the health of consumers and the environment.

1.2. Product Expected to Launch

The client plans to launch a Pineapple Enzyme Shower Gel product, targeting the mid-range to high-end segment. This product is developed based on market needs and trends, aiming to meet customer expectations for a natural, safe, and effective skincare product.

Before conducting market research report, the business expected:

- Tentative name: DrEnzyme Shower Gel.
- Packaging: Under research, could be 500ml.
- Product price: Under research, will choose a high average price.
- Launch time: Expected to launch in the fourth quarter of 2024.
- Expected Distribution Channels:
 - Selling through distributors.
 - Selling through agents.
 - Retailing on e-commerce platforms: Shopee - the biggest e-commerce in Vietnam now.
 - Retailing through social media platforms like Facebook and TikTokshop.
 - Selling directly to hotels and resorts 4 stars and above.

2. Purpose and Scope of the Report

This report is conducted to research the market for the client's pineapple enzyme shower gel product on the e-commerce platform, aiming to provide appropriate pricing strategies, product naming, customer portraits, and bottle sizes. The report is based on data from the Shopee e-commerce platform and related keywords to collect and analyze data.

3. Data Sample Used for Analysis

Data is collected by scraping data according to 10 keywords related to pineapple enzyme shower gel products. For each keyword, products on the top 3 pages of Shopee will be taken. After filtering duplicates and merging products posted multiple times, the remaining data sample for analysis is 783 samples, equivalent to 783 products. The keywords used to collect data include: *#organic shower gel, #herbal shower gel, #natural shower gel, #safe shower gel, #gentle shower gel, #shower gel for dry skin, #shower gel for acne skin, #shower gel for people with dermatitis, #biological shower gel, #enzyme shower gel*

The analysis results will help the client better understand the e-commerce market, thereby building appropriate product launch, marketing, and business strategies, improving competitiveness, and meeting the needs of target customers.

4. Analysis and Strategy Suggestions:

Due to signing an NDA (Non-Disclosure Agreement) with the client, the Analysis and Suggestions section will not be detailed here but will include the following information:

4.1. Market Analysis

4.2. Strategy Suggestions

- Product Naming
- Pricing Strategy
- Customer Portrait
- Marketing suggestions
- Distribution Channels

5. Limitations and Next Steps for the Business:

The results of report have only been conducted in the form of desk research based on data from the Shopee e-commerce platform. To be able to come up with more accurate product launch strategies, marketing, and business strategies, businesses need to conduct more in-depth market research steps. Below are the next steps that customers should take to complete market research:

- In-depth Interviews
- Customer Surveys
- Analysis of collected data
- Combine analysis with previous desk research data to develop better business strategies