NEW PRODUCT CONCEPT DEVELOPMENT OF SHAMPOO
WITH 5 PS OF MARKETING MIX

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ABSTRACT
New product launch means introducing a new product or new product concept into the market. In other words it is adding a new product in the existing product line of the company. New product launch is an important aspect of product policy, product management and expansion of business. In this paper the researchers did the need gap analysis on the basis of different features associated with problem solution, enhancement and maintenance of shampoo. Initially seven concepts of shampoo were developed and the response was taken from 150 females in Kolkata city and these seven concepts were reduced to four by weighted average method. Final research was done on these four concepts from the response of 500 shampoo users of Kolkata city and finally a new concept was developed with 5 Ps including four traditional Ps and 5th P as packaging.

KEY WORDS: 5 Ps of Shampoo, Need gap analysis of Shampoo, New concept development, New product development, Performance analysis of Shampoo, Shampoo marketing mix, SWOT analysis of Shampoo.