

“ITR” An Age-Old Category of Lifestyle Product

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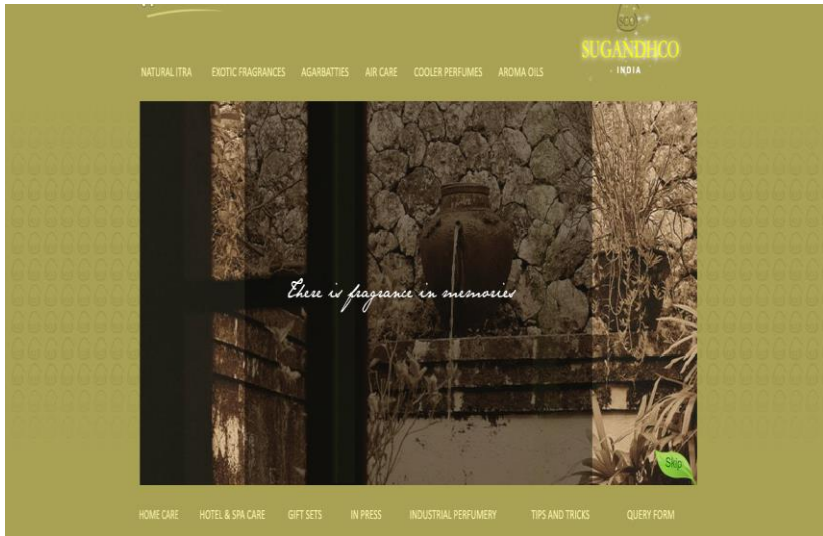
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INTRODUCTION:

Perfume used to make surrounding smell pleasant. Various companies operate in Lucknow and adjoining cities of Uttar Pradesh and sells authentic, heritage, pure and chemical free perfumes and Itars. The skill and art of preparing the perfumes dates back to the time of the Royal Nawabs of Lucknow. Many companies operate through only store in Lucknow and keeps a variety of fragrant products. The company provides an assortment of products to its customers. The company also sells various gift

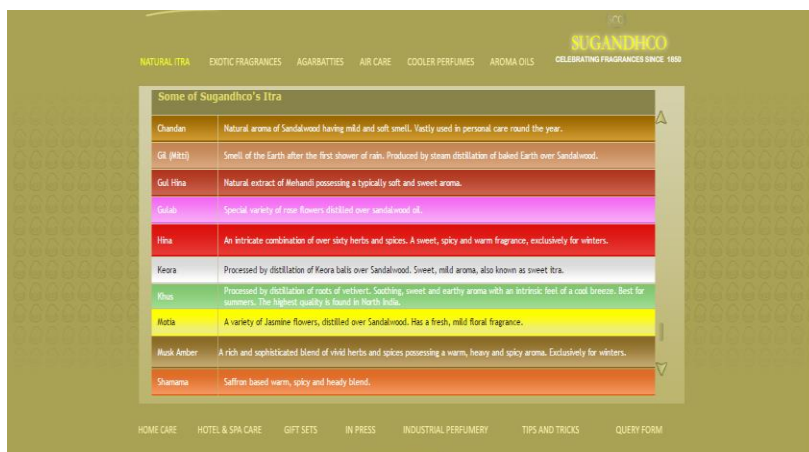
sets to its customers. The company also operates B2B. It also has various business and industrial customers. These products are also being given to hotels and spas.



NATURAL ITRA:

Arabic word “Itr” is called perfume in modern days. In Persian “Atra Jul” is called “fat of flower”. This is a concentrated form of extract of flowers. They are generally stored in “Kuppi” a porous skin bottle. The distillation process is depending on the amount and

kind of fuel and regulated fire. This setup is managed by skilled worker known as “dighaa. The temperature is controlled by changing water continuously. Management of these setups are done with precision, as the operator must check the boiling point as per the levels required for a particular Itra and its condensation in the receiving pots.



The various itra are available as at the store at following prices.

50 ml for Rs. 150, 30 ml for Rs 50.

Store offers various types of gift set to be given on various occasions.

- The Various gift sets are priced accordingly to the no. of units being assorted in one pack.
- The agarbattis are priced at Rs. 50 of all the available fragrances.
- The perfumes are 75 ml for Rs. 550 of all fragrances for both Men and Women.

CUSTOMERS WHO VIEWED THIS PRODUCT ALSO VIEWED

				
Sugandhco Jhama Bathroom Fresheners Tangy Mandarin	Sugandhco Rajak Laundry Fragrance Orange Splash	Sugandhco Jhama Bathroom Fresheners Himalayan	Sugandhco Cooler Perfumes Bahaar Sandal Liquid Air	Sugandhco Falaknuma Imperial Rose Liquid Air
***** Re-260 (7% Off) Rs 240	***** Re-156 (10% Off) Rs 140	***** Rs 130	***** Re-720 (5% Off) Rs 680	***** Re-364 (12% Off) Rs 320

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Key Features of Sugandhco Jhama Bathroom Fresheners Old English Cologne Liquid Air Freshener

- Old English Cologne Bathroom Fresheners
- Jhama Woody Bathroom Fresheners
- Luxury Bathroom freshner fragrance

Strategies that the company can adopt

PRICE:

The one of the strategies that could be adopted for setting prices for the products. If the company need to expand operation in other parts of the country, then they need to increase the prices of the products.

Lower prices might be considered as cheap product, may not be of high quality, for eg. a product of priced at Rs. 150, will not be considered as a high-class product, but when the price is charged around Rs. 900-1000 then product will be considered as luxury with

high quality ingredients. Also, these high prices will further set a benchmark which company can further increase if the business will be a success. So, this is one of the strategies that can be adopted.

PROMOTION:

Another strategy is to do heavy promotion of the products along with the promotion of a brand as a whole. Heavy promotion of the prices can also be included as a part of promotion. The main purpose of doing this promotion is to generate awareness among people, is to let people know about the new launch. Promotion further will help in educating people what the brand is all about and what are the various products that it offers which further will generate interest to people.

EXCLUSIVITY:

The last strategy that can be adopted by the company is the exclusivity. What a brand can do is to open its store at a high-priced place by which people get to know that the store is exclusive plus open its stores only in the selective places which are good in every sense like- no parking problems, where there can be a greater number of footfalls etc.

DISCUSSION QUESTIONS:

1. Suggest Measure for Itr Manufacturers to increase awareness and demand for the product.
2. How Pricing strategy will be helpful in achieving the above target.