

[102]

**SWOT ANALYSIS OF FAST MOVING CONSUMER GOODS COMPANIES – A  
CASE STUDY ABOUT PATANJALI AYURVED IN INDIA**

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**ABSTRACT**

When a society becomes more conscious and concerned about nature, organizations have to modify their business processes in an attempt to capitalize on the needs of the society. This requires a voluntary exchange, which benefits both the seller and buyer mutually. Green marketing and value pricing for premium quality products are the realms attached to one of the revolutionary Indian brands in the name of Patanjali. Its products have been highly talked about owing to the medicinal value, herbal nature and economic utility. The paper deals with a Strength-Weakness-Opportunity-Threat (SWOT) analysis of Fast Moving Consumer Goods (FMCG) companies with reference to Patanjali Ayurved Limited. This would lead to understand how a brand as young and nascent as Patanjali can create a strong competitive position amongst the established market-players like Hindustan Unilever, Proctor & Gamble, Colgate-Palmolive and Dabur. The research study also looks for deeper insights on how Patanjali influences and impacts consumer perception in India.

**Keywords:** SWOT analysis, green marketing, branding, FMCG, consumer perception