

Vacuum Cleaner Segment in Indian Market



Competitor Analysis

CREATED BY - MAHESH MANE



Company Overview :



It is a consumer goods company specialized in producing vacuum cleaners and is based in Mumbai, India. It was founded in 1982 and is also a part of Shapoorji Pallonji Group. Apart from vacuum cleaners it produces water purification, air purification and home security solutions. It is a very trustworthy brand in the field of vacuum cleaners. As for now we consider vacuum cleaners to be a necessary home appliance.



Eureka Forbes Vacuum Cleaner Overview:

- The vivid range of Euroclean cleaners with deep cleaning technology.
- The vacuum cleaners clean both wet and dry surfaces of your indoor, outdoor.
- The vast range of vacuum cleaners with powerful suction and deep cleaning technology can clean your indoor, outdoor and car space with ease.
- Priced between MRP ₹ 2500.00 to MRP ₹ 14790.00, the vacuum cleaners are enabled with a wide accessory range to clean all surfaces.



Product Analysis in Relation to the Competitors:

- Product analysis involves examining product features, costs, availability, quality, appearance and other aspects with competitors.
- Product analysis breaks down the product from end to end analyzing everything from components, functions, technology, costs and demands to marketing materials, websites and sales approach.
- The purpose of the competitive analysis is to determine the strengths and weaknesses of the competitors.



Competitors of Eureka Forbes basis on the Sales :

- Philips
- Panasonic
- Prestige
- Karcher
- American MICRONIC
- KENT
- Inalsa Spruce
- Karcher
- BLACK+DECKER
- Amazon Basics

How I Chose the Parameters for Analysis :

Percentage of consumers rating parameters important / very important:

Parameter	Percentage answering "very important" or "important"
I expect it to last a long time	91%
Its performance	90%
The ease of use	89%
The price	87%
The ease of maintenance	86%
The type /stick, robot, canister etc.)	80%
A good filtration of the dust (allergies)	79%
The time spent cleaning	77%
The noise level	67%
The energy efficiency	67%
Having/not having a bag	66%
How technologically advanced it is (new features etc.)	64%
The availability of accessories	64%
Its look and feel	56%
The brand	45%

1	BRAND	Eureka Forbes	Philips	Prestige	Karcher	Black & Decker	American Micronic	Inalsa Spruce
	MODEL	Euroclean Wet & Dry	Triathlon FC6843/01	Typhoon 07	WD 5 Premium	WDBD15	AMI-VCD21	Micro WD10
MAIN SEGMENT	USAGE	Click to See	Click to See	Click to See	Click to See	Click to See	Click to See	Click to See
Dry & Wet	USAGE SURFACE	Dry & Wet	Dry & Wet	Dry & Wet	Dry & Wet	Dry & Wet	Dry & Wet	Dry & Wet
	USAGE AREA	Indoor & Outdoor	Indoor	Indoor	Indoor	Indoor	Indoor	Indoor
	PURPOSE	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning
	PHYSICAL SPECIFICATIONS							
	BODY TYPE	Simple	Simple	Simple	Steel	Simple	Steel	Simple
	DIMENSIONS MM (W*D*H)	415 x 415 x 440	28.1 x 41 x 24.7 cm	400 x 300 x 400	418 x 382 x 652	38 x 54 x 38 cm	57.6 x 38.1 x 40.6 cm	29.5 x 31 x 43.6 cm
	WEIGHT	6.00 kg	6.00 kg	6.00 kg	8.7 kg	7 kg	-	4.0kg
	NO. OF ACCESSORIES	13	-	6	-	12	8	11
	DUST CAPACITY	8 Litres	10 Litres	18 L Case Capacity	25 L Case Capacity	20 Litres	21 L Case Capacity	10 Litres
	TECHNICAL SPECIFICATIONS							
	SUCTION OF MOTOR	2000 mm/wc	1300 mm/wc	-	-	-	-	14 kpa
	NOISE	Less than 88 dB	79 dB	-	24 dB	-	-	75 db
	POWER SPECIFICATIONS							
	INPUT POWER	1200 Watts	1500 Watt	1200 Watts	1100 Watts	1400 Watts	1600W	1000W
	VOLTAGE	230 V, 50 Hz	300 V	230 V	220 - 240 V	220 - 240 V	230V	230 V
	CONVENIENCE FEATURE							
	DUST BAG FULL INDICATOR	N	N	N	N	Y	N	N
	SMART LED INDICATOR	N	N	N	N	N	N	N
	VARIABLE POWER CONTROLS	N	N	N	N	N	N	N
	360 DEGRRES WHEELS	Y	N	Y	Y	Y	Y	Y
WHEELS	Y	Y	Y	Y	Y	Y	Y	
AUTO CORD WINDER	Y	N	Y	N	N	-	N	
CORD LENGTH	-	6 m	-	4 m	5 m	5 m	4 m	
WARRANTY	Y	Y	Y	N	Y	Y	Y	
PRICE	₹15,290.00	₹ 9,999.00	₹ 5,600.00	₹ 15,299.00	₹ 5,199.00	₹ 6,872.00	₹ 3,989.00	

2	BRAND	Eureka Forbes	Inalsa Spruce	KENT	Karcher	Black & Decker	American Micronic
	MODEL	Euroclean WD X2	Micro WD21	KSL-612	WD 6 P Premium	WV1400	AMI-VCD15
MAIN SEGMENT	USAGE	Click to See	Click to See	Click to See	Click to See	Click to See	Click to See
Dry & Wet	USAGE SURFACE	Dry & Wet	Dry & Wet	Dry & Wet	Dry & Wet	Dry & Wet	Dry & Wet
	USAGE AREA	Indoor & Outdoor	Indoor	Indoor	Indoor	Indoor	Indoor
	PURPOSE	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning
	PHYSICAL SPECIFICATIONS						
	BODY TYPE	simple	Steel	Steel	Steel	Simple	Simple
	DIMENSIONS MM (W*D*H)	330 x 355 x 490	34.7 x 34.5 x 54.8 cm	42 x 42 x 50.5 cm	418 x 382 x 694	37 x 42 x 47 cm	35 x 35 x 45.5 cm
	WEIGHT	6.67 kg	4.5 Kg	5.7 kg	9.5 kg	8.5 Kg	8 Kg
	NO. OF ACCESSORIES	13	7	8	-	8	8
	DUST CAPACITY	8 Litres	21 LCase Capacity	20 litres	30 litre case capacity	16 L , 11 L	15 Liters
	TECHNICAL SPECIFICATIONS						
	SUCTION OF MOTOR	2300 mm/wc	-	-	-	-	-
	NOISE	-	75 dB	Less than 88 dB	-	-	-
	POWER SPECIFICATIONS						
	INPUT POWER	1300 Watts	1600 Watts	1200 Watts	1300 Watts	1800 Watts	1600 Watts
	VOLTAGE	230 V AC, 50 Hz	220 - 240 V	220 V, 50 Hz	220 - 240 V	230 V	230 V
	CONVENIENCE FEATURE						
	DUST BAG FULL INDICATOR	Y	N	N	N	N	N
	SMART LED INDICATOR	Y	N	N	N	N	N
	VARIABLE POWER CONTROLS	Y	Y	N	N	N	N
	360 DEGRRES WHEELS	Y	Y	Y	Y	Y	Y
	WHEELS	Y	Y	Y	Y	Y	Y
	AUTO CORD WINDER	Y	N	N	N	N	N
	CORD LENGTH	-	5m	5 m	-	5 m	-
WARRANTY	Y	Y	Y	Y	Y	Y	
PRICE	₹ 15,290.00	₹ 6,795.00	₹ 7,400.00	₹ 23,999.00	₹ 13,290.00	₹ 4,822.00	

3	BRAND	Eureka Forbes	Philips	Inalsa Spruce	Karcher	Panasonic	American Micronic	
	MODEL	Euroclean Xforce	FC8924/01	Vacuum Cleaner-1200W	VC 3	MC-CL563	AMI-VCC-2200WDx	
MAIN SEGMENT	USAGE	Click to See	Click to See	Click to See	Click to See	Click to See	Click to See	
Dry	USAGE SURFACE	Dry	Dry	Dry	Dry	Dry	Dry	
	USAGE AREA	Indoor	Indoor	Indoor	Indoor	Indoor	Indoor	
	PURPOSE	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	
	PHYSICAL SPECIFICATIONS							
	BODY TYPE	Simple	Advance	Simple	Simple	Simple	Simple	
	DIMENSIONS MM (W*D*H)	450 x 260 x270	280x300x475	230 x 200 x 150	388 x 269 x 334	27.7 x 41 x 27 cm	56.5 x 34.5 x 31.5 cm	
	WEIGHT	5.10 kg	6.2 kg	4.5 kg	4.5 kg	4.9 kg	7 Kg	
	NO. OF ACCESSORIES	13	6	5	-	5	5	
	DUST CAPACITY	3 Litres	4 Litres	2 Litres	0.6 Litres	2.0 Litres	-	
	TECHNICAL SPECIFICATIONS							
	SUCTION OF MOTOR	2200 - 2450 mm/wc	1400 mm/ wc	-	-	-	-	
	NOISE	Less than 88 dB	80 dB	75 dB	78 dB	-	-	
	POWER SPECIFICATIONS							
	INPUT POWER	1400 Watts	2200 W	1200W	1300 W	1800 W	2200 Watts	
	VOLTAGE	230 V, 50 Hz	500 W	-	220 - 240 V, 55 Hz	220 - 240 V	220V	
	CONVENIENCE FEATURE							
	DUST BAG FULL INDICATOR	Y	Y	Y	N	N	Y	
	SMART LED INDICATOR	Y	Y	Y	N	N	N	
	VARIABLE POWER CONTROLS	Y	Y	N	N	N	Y	
	360 DEGRRES WHEELS	N	N	Y	N	N	Y	
WHEELS	Y	Y	Y	Y	Y	Y		
AUTO CORD WINDER	N	Y	Y	N	N	N		
CORD LENGTH	-	9 m	4.5 m	5 m	5.0 m	5 m		
WARRANTY	Y	Y	Y	Y	Y,2	Y,2		
PRICE	₹ 11,190.00	New In Market	₹ 11,190.00	₹ 8,900.00	₹ 9,589.00	₹ 6,487.00		

4	BRAND	Eureka Forbes	Philips	KENT	Amazon Basics	Panasonic	American Micronic
	MODEL	Euroclean iClean	PowerPro FC9352/01	KENT Force Cyclonic	Cylinder Bagless	MC-CL163	AMI-VCC-1600WDx
MAIN SEGMENT	USAGE	Click to See	Click to See	Click to See	Click to See	Click to See	Click to See
Dry	USAGE SURFACE	Dry	Dry	Dry	Dry	Dry	Dry
	USAGE AREA	Indoor	Indoor	Indoor	Indoor	Indoor	Indoor
	PURPOSE	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep Cleaning	Deep cleaning
	PHYSICAL SPECIFICATIONS						
	BODY TYPE	simple	Simple	Simple	Simple	simple	simple
	DIMENSIONS MM (W*D*H)	470 x 200 x 255	525 x 320 x 315	40.8 x 29.5 x 27.5 cm	-	382 x 298 x 314	50 x 34.5 x 31 cm
	WEIGHT	5.20 kg	4.5 kg	5.1 kg	-	4.5 Kg	-
	NO. OF ACCESSORIES	13	-	7	6	-	5
	DUST CAPACITY	3 Litres	1.5 Litres	-	1.5 Litres	3.0 Litres	-
	TECHNICAL SPECIFICATIONS						
	SUCTION OF MOTOR	2200 - 2400 wc	1600 mm/wc	24kpa	-	-	-
	NOISE	Less than 88 dB	82 dB	Less than 79 dB	78 dB	-	-
	POWER SPECIFICATIONS						
	INPUT POWER	1200W - 1400W	1900W	2000 W	700 Watt	2000 Watts	1600 Watts
	VOLTAGE	220V-230V, 50 Hz	370 V	220 V, 50 Hz	-	-	-
	CONVENIENCE FEATURE						
	DUST BAG FULL INDICATOR	Y	N	N	Y	N	N
	SMART LED INDICATOR	Y	N	N	Y	N	N
	VARIABLE POWER CONTROLS	Y	Y	N	Y	N	Y
	360 DEGRRES WHEELS	N	N	N	N	N	N
WHEELS	N	Y	Y	Y	Y	Y	
CORD LENGTH	-	6 m	N	5 m	6 m	5 m	
WARRANTY	Y	Y	Y	Y	Y	Y,2	
PRICE	₹11,190.00	₹ 9,995.00	₹ 5,790.00	₹ 3,949.00	₹ 8,945.00	₹ 4,264.00	



SERVICE ANALYSIS :

- Service analysis is an important procedure that needs to be followed by any organization in order to understand the standard of service that is being provided by them.
- This is a necessary process which allows any company to understand and improve the services provided by the company.

“Only product is not comes under the brand, its products’ services too.”

- MAHESH MANE

BRAND	Eureka Forbes	Philips	KENT	Prestige	Panasonic	Amazon Basics	Karcher	Black & Decker	American Micronic	Inalsa Spruce
MANDATORY SUPPORT										
SERVICE SUPPORT	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
FREE SHIPPING	✓	✗	✓	✗	✗	✓	✓	✗	✗	✗
CUSTOMER CONVINIENCE SUPOORT										
MOBILE APP	✗	✗	✓	✗	✗	✓	✗	✗	✗	✓
CHAT ASSISTAANCE	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
CALL TO ACTION / DEMO	✓	✓	✓	✓	✓	✗	✗	✗	✗	✓
STANDARD INSTALLATION	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
MONEY BACK GUARANTEE	✓	✓	✓	✗	✗	✓	✗	✗	✗	✗
EMI OPTIONS	✓	✗	✗	✓	✗	✓	✗	✗	✗	✗
FLASH NOTIFICATION	→ ✗	✗	✗	✓	✗	✗	✗	✓	✗	✗
FUTURE SUPPORT										
EMAIL COLLECTION	✗	✓	✗	✓	✗	✗	✗	✓	✗	✓
NEWSLETTER	✗	✓	✗	✓	✓	✗	✗	✓	✗	✓
FEEDBACK OPTION	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
MY AREA OF WORK										



E-MAIL MARKETING OVERVIEW :

- Email marketing is the act of sending a commercial message, typically to a group of people, using email.
- Every email sent to a potential or current customer could be considered email marketing.
- Email marketing strategies commonly seek to achieve one or more of three primary objectives, to build loyalty, trust, or brand awareness.



WHY WE SHOULD DO E-MAIL MARKETING :

- The number of active email users is forecasted to reach 4.3 billion in 2023.
- 293.6 billion emails were sent and received each day.
- Average expected **ROI** is \$42 for every \$1 spend on email marketing.
- 81% of small businesses rely on email as their primary customer acquisition channel, and 80% for retention.
- The average open rate for a welcome email is 82%.
- Emails with personalized subject lines generate 50% higher open rates.
- Sending 3 abandoned cart emails results in 69% more orders than a single email.
- Videos added to your email increase click rates by 300%.
- 49% of consumers would like to receive promotional emails from their favorite brands.



OUTCOME BY EMAIL CAMPAIGN :

- Email has a higher ROI. (Return of Investment)
- Email is the preferred communication channel for the “new offer and promotion of new product.”
- It build Brand credibility, Boost sales, Stronger customer relationships, Better brand recognition.
- Email will be around forever.



HOW CAN I CONTRIBUTE :

- I can create 'Flash Notification' on Our Website with the help of my Learnings.
- Will Collect Emails by 'Website Visitors' through Flash Notification.
- Will design a 'Email Campaign' and 'Euroclean Newsletters.'
- 'Feedback form' is Life Blood of any company to improvise its Products and Services. Will Collect that too.
- Will create the Metrics to learn what works.
- Almost with **No - Cost.**

THANK YOU...

