



Marketing Research & Innovative Product Launch in Indian Sanitation Industry

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 topic of launch of Innovative Product within Indian Sanitation
 Industry. The scope of this report is broad. It has been
 discovered that innovation in marketing offering (products or
 services) managed to command top attention from the majority
 of CEOs. Innovation in product is considered as major
 opportunities for the purpose of making customers loyal to the
 specified brand. There is no doubt in saying that Indian
 Sanitation industry has been growing on consistent basis and
 also promising great potential for future prospect as well. By
 analysing, all forces of Porter Five Forces model, it has been
 inclined that Indian Sanitation industry is attractive and has
 potential for growth in the long term. It has been discovered
 with the help of PESTLE analysis that there are two aspects
 (Sociological & Environmental) that could pose threat to the
 Indian Sanitation industry...



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