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# International market evaluation and recommendation on water filter in India

## EXECUTIVE SUMMARY

This report indicates investigation from the best to the water purifier business in the Indian market.

The real target is to answer the investigative components identified with the Canadian market and the Indian market.

This report incorporates additional SWOT examination which gives strength, weakness, opportunity and threats to the thing and the association. The thing is startlingly particularly described in this report. India is a champion in the most made nations. Remembering the ultimate objective to evaluate India's political, economic, social, remarkable, normal and legitimate edges, the Canadian association at first entered the country for a business development. The report moreover demonstrates two contenders from Aquatell Company in India.

We are continually reviving our understanding into the air business with the objective that you can be ensured that the supports we offer and the advice we give is best open wherever on the world. Add our promise to our forceful assessing methodology and customer organization and you will after a short time watch why we are the pioneers in our industry.

## INTRODUCTION

This is a report of market analysis of Aquatell water Filter Company that is completed by PESTEL of India, and SWOT of Aquatell product in India. India is a developing country and the population of India face the problem of water pollution therefore India had need of water purification system which is opportunity of Aquatell Company to set up their business and enhance market growth in India.

Background of company: Aquatell is a Water filter company of Canada which is located in London, Ontario. Its main goal is to provide better quality water and purification to customers. It is whole house water purifier and all problems are solved by product of Aquatell and their products are valued in Canada. Only products of this company cover UV disinfection system, reverse osmosis (RO) that remove impurities from water and offer more protection and safe

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drinking water to people.

Product explanation: Later, it was introduced in India in 2009 as a 3M Aquatell water filter. Now it gained popularity in India also. It is the most popular brand in Canada it also said that many countries like native country India, technology is given by Canada. This company has a legal entity and it has complex structure but offer many qualities like it helps to eliminate 99.95% bacteria, nitrate, and fluoride from drinking water, used with UV system and Healthy water for new baby, no more ugly stains in bathtub, no ruined clothes and it clean water as a 5 gallon in a minute and it has a warranty of 10 year. Moreover, all municipal, presidential, rural and commercial companies use the product in daily routine.

## SWOT ANALYSIS OF PRODUCT OF AQUATELL COMPANY

### Strengths

1. Strong brand name: Due to popular in the market, it has a standard brand name for water purifier. It offer quality wise product in India and grow their brand equity.
2. Market shares: As it has a good brand name, it has high market share like 56% and Aquaguard which is competitor close to 44% market share.
3. Portfolio of product: It covers UV water purify, RO water purify and UV + RO water purifiers.

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### Weaknesses

1. Facility: main issue of Aquatell is that it has to provide services for wide range of purifiers which are sold worldwide.
2. Local competition: there are many competitors who are hit to local market because of lowest cost of established purifiers and it is difficult to buy spare part from bigger companies.
3. Artificial: fake spare parts are sold in the market, which eliminate the reliability of water purifiers. So, there is a need to appoint an expert to overcome this problem. The value of brand is abolished due to copying the main brand name

### Opportunities

1. Expansion of waterway: it is not an ending game for any competitor and there is always need of waterways.

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2. Keep in mind about local competitor: the local competitors are more advanced, so it has to manufacture unique and strong products than other companies. It has to expand their services by remember the services of other firms.
  3. Gravity purifiers: many other companies like HUL, Eureka Forbes, and Kent also cover gravity purifiers. From them HUL is on rising point so the consciousness of gravity purifier is high and cost is low.

## Threats

1. Value of spare parts and accommodations: due to having more complaints the quality of services and brand value is reduced. Ultimately it damage the main brand.
2. Diffusion of bottled water: the sale of water purifiers is reduced because the sale of bottled water is raised. Nestle and Bisleri are brands which are growing in the market.

## PESTEL ANALYSIS OF INDIA

### Political:

Majority rules system is the point of convergence of the Indian political framework, however is frequently obliged by social strains because of religion. On the political front, India keeps on suffering from abnormal amounts of violation.

In India there is a main federal government which runs the country. There are many factors which effect the political environment like government policies, political interest and ideologies of political parties. Ultimately these aspects influence the business environment in India. The Indian taxation system is very well the tax like income, service and sale tax are implemented by union government and Octroi tax and utility tax are regular by local bodies. Many political factors that affect business environment like privatization, deregulation, general initiatives, international trade regulations and government stability.

### Economical

India's expansive workforce describes its economy. Its vast, accomplished English-speaking population has made India the premier center point for IT. India is likewise among the best five makers of pharmaceutical medications by volume. Nonetheless, the farming area, which utilizes 45.1% of the populace, is much ignored.

According to the arrangement, diminishments in mechanical permitting, progression of outside capital has brought about a steady change of India's financial condition. The nation enrolled a

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GDP of \$5.07 trillion of every 2013 after a further enhanced GDP development rate of 5% out of 2014 when contrasted with 4.35% of every 2013.

An Indian economy is strong. We find decline in our economy is less effect from recession pressure to western nations. These following factors:(i) Interest rates(ii) Money supply(iii) Credit control(iv) Financial markets(v) Inflation(vi) Competitors pricing(vii) Globalization.

## CONCLUSIONS

1. By finishing this report, we were made more attentive of other water filtration strategies, there for all intents and purposes and their advantages. Low quality water can prompt health risks that can be avoided by instituting these protected, reasonable, and viable water filtration systems.
2. Through this examination, our filtration technique demonstrated supportive ideas they were done on a little scale. In the event that this technique was extended it is ready to enhance many elements including pH level, hardness and chlorine levels.

## RECOMMENDATIONS

1. The reader should planned in advance before purchasing product means they have to consider some factors like water quality, TDS, price.
2. There should be an expert team who make the product valuable and reader should look at a RO filter from Aquatell.

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