



CASE STUDY

Conducting Cost Breakdown Analysis of Water Purifiers





Client

A Consumer Products Company



Industry

Consumer & Retail



Solution

Competitive Intelligence



Region

APAC





OBJECTIVE AND SCOPE

The client, a leading CPG company, wanted to understand the best practices and cost analysis of manufacturing, distribution, and sales models for key competitors in the RO/UV water purifier segment. It wanted Benori's support in conducting a detailed competitive intelligence on the top manufacturers in India. The study focused on creating detailed competitor profiles covering market intelligence parameters such as product P&L, revenue models, supply chain models, sales channels, retailer margins, operational costs, and organizational structures etc. of the target companies.





APPROACH

We conducted secondary and exhaustive primary research to understand the operations involving in-house and outsourced operations, information related to call centers and services, distribution, and sales channels. We then conducted telephonic interviews with distributors, retailers, senior stakeholders, and sales and purchase teams of the target companies to gain an in-depth understanding of the cost breakdown and best practices.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





Impact

The detailed insights helped the client in enhancing its overall operations efficiency and increasing ROI by:

- Gaining a deeper understanding of the top manufacturer's best practices in the RO & UV specific segments
- Shaping its routine operational strategy, including strategic decisions such as suitable sales and supply channels, cost-based decisions



Sample Output

Players Overview

Player 1 - Overview

(1/2)

Player 1 sales constitutes of XX% from water purifier & rest through others, wherein, XX% contributes through product sales and XX% through service of water purifier business

Key Parameters	Player-1					
	Water Purifier			Others		
Overall Revenue (in INR Million)	XX					Total
Product Category	Water Purifier			Others		
Overall Revenue Split (in %)	XX%			XX%		
Revenue (in INR Million)	XX			XX		
Revenue Model	Sales			Service		
Revenue Split (in %)	XX%			XX%		
Revenue Split (in INR Million)	XX			XX		
Segment	Water Purifier			Spare Parts		
Variant	UV	RO	Total	Spare Parts	AMC	Total
Revenue Split (in %)	XX%	XX%	XX%	XX%	XX%	XX%
Gross Margins (in %)	XX%	XX%	XX% (Blended)	XX%	XX%	XX% (Blended)
Sales (in INR Million)	XX	XX	XX	XX	XX	XX

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P&L Model

Key Parameters	Pri-Player1	General Trade (XX%)*				Modern Trade (XX%)*				E-Commerce (XX%)*			
		UV		AO		UV		AO		UV		AO	
		(in Value)	(in %)	(in Value)	(in %)	(in Value)	(in %)	(in Value)	(in %)	(in Value)	(in %)	(in Value)	(in %)
MRP Per Unit (INR)	A	XX		XX		XX		XX		XX		XX	
Discount on MRP	B%		XX%		XX%		XX%		XX%		XX%		XX%
ASP (Average Selling Price) INR	ASP=A*(1-B%)	XX		XX		XX		XX		XX		XX	
Retailer Retention % (Calculated on ASP)	C%		XX%		XX%		XX%		XX%		XX%		XX%
Retailer Retention Value (On ASP Calculated)	RLP=ASP*(1-C%)	XX		XX		XX		XX		XX		XX	
Retailer Landing Price INR		XX		XX		XX		XX		XX		XX	
Distributor Margin %	D%		XX%		XX%		XX%		XX%		XX%		XX%
Distributor Price INR		XX		XX									
Cash Discount		XX	XX%	XX	XX%								
Annual Discount		XX	XX%	XX	XX%	XX	XX%	XX	XX%				
Retailer Landing (Net Landing Price)		XX		XX		XX		XX		XX		XX	
Distributor Landing Price (Net Landing Price)		XX		XX									
Tax paid by the Company													
Net Revenue / Turnover to Company (Manufacturer)	=DLP/1.18	XX		XX		XX		XX		XX		XX	
ASP : Landing Price Ratio			XX%		XX%		XX%		XX%		XX%		XX%
Material Cost		XX		XX		XX		XX		XX		XX	
Utility + Assembling Cost		XX		XX		XX		XX		XX		XX	
Distribution cost (Primary + Secondary Freight)		XX		XX		XX		XX		XX		XX	
Other Costs (Production, Wastage, others)		XX		XX		XX		XX		XX		XX	
Gross Margin		XX	XX%	XX	XX%	XX	XX%	XX	XX%	XX	XX%	XX	XX%

About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

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