

## Executive Summary

Dengue is a major public-health concern throughout tropical and sub-tropical regions of the world. It is the most rapidly spreading mosquito-borne viral disease, with a 30-fold increase in global incidence over the past 50 years. Dengue has been a grave problem to the people of Sri Lanka for the past few years.

This report summarizes the development and sales of a commercially viable, innovative mosquito repellent that would be more effective, safer and less expensive than that current competition. To develop this new product, a utility function was created to measure the wants and needs of repellent consumers. Five important characteristics of a repellent were chosen: 100% natural active ingredients (DEET – free), scientifically proven efficacy, long lasting effect, pleasant smell and water resistance. The ‘REPELL’ mosquito repellent is based only on natural essential oils.

The development of a mosquito repellent brand ‘REPELL’ is the primary output of this project. Thereafter organizational and operational strategy was formulated in order to set policies and standards to run the overall operation of the company. These policies and practices have been documented and adhered throughout the project in order to ensure the solidity and consistency of the brand image. Customer reviews and feedback has affirmed that the projected brand image and set brand promise has been affectively achieved.

The marketing strategy, promotional and communication materials were developed by benchmarking against successful local and international brands to ensure the projected brand image is delivered consistently. While the digital marketing strategy and product launch was also implemented at this stage, the launch of the product brand in the retail market could not be achieved in time due to practical difficulties of registration of a health-related product. The distribution channel was limited to personal and online mediums which proved to be successful due to the demand for the product. The website was designed, developed and launched just before the product launch. Product registration was obtained late May 2018 and the product was placed at several pharmacies in June 2018. Based on the demand and the positive feedback received from customers and the reaching close to set sales targets, this project can be considered as a successful initiation of a natural mosquito repellent product.