

**CANNIBALIZATION AND FACTORS LEADS TO  
CANNIBALIZATION. SPECIAL REFERENCE TO FAIR AND  
LOVELY FAIRNESS CREAM, UNILEVER CEYLON LIMITED  
IN TRINCOMALEE DISTRICT**



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## *ABSTRACT*

*Cannibalization refers to the notion of a company making a conscious business decision that will have a negative impact on either a current product. This type of decision is typically designed to allow the company to survive in the long-term, and avoid having its products challenged by competitors' products as with various techniques. The Fair and Lovely Fairness cream Cannibalization impact study is designed to project the impact of Ayurvedic Fair and Lovely Fairness cream within the Unilever's Business performance. Establishing the impact of Cannibalization will allow the successful retailer to best allocate resources and to generate new sales.*

*Therefore I have started to do a research study on "CANNIBALIZATION AND FACTORS LEAD TO CANNIBALIZATION". It has consisted of six chapters each of it has its' own importance. Those are Introduction, Literature review, Research Methodology, Data Presentation, Data Analysis, and Conclusion, Recommendation and Implication. In the first chapter it has considered the introduction, problem of research, objective of the research, limitation, and assumption.*

*The second chapter is literature review; it has considered the introduction of cannibalization and related areas of cannibalization. Especially product mix, pricing and other theoretical matters relating to the cannibalization.*

*In the third chapter it has considered the research and methodologies introduction, population of Trincomalee DS division, sample size, research information and method of evaluation.*

*All the data collected by issuing questionnaires were presented in fourth chapter. The presentation includes responses to General factors, Product, Brand, Price, and overall Decision variable.*

*All the presentation of the data was analysis in the fifth chapter that is result analysis of General factors, Product, Brand, Price, and overall Decision variable. Eventually in the final chapter it has included conclusion, and recommendation to achieve the research objectives.*

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