

The use of natural products, especially herbal-based has been increasing worldwide. For example, the World Health Organization (WHO) report recognized that 80% of the world population depends on herbal medicine. Herbal products can be applied to a wide range of products such as food and beverages, pharmaceuticals, herbal medicine, health care products, dietary supplements, flavour, cosmetics, toiletries, dyes, detergents and biopesticides.

This study is an attempt to highlight the factors which influence sales turnover of herbal products sold in the supermarkets in Erabu. The factors include: price attitude and perception, legislation, packaging and branding, promotion and distribution. The study makes a general analysis of the problem and specifies the objectives of the study. It further highlights the significance of the study and also notes the scope of the study. An account of the past studies done in the area is given and the uses of herbal products are highlighted. The factors which influence low sales turnover of herbal products are mentioned. Finally the cause towards the study is shown by specifying the study design methods to use in data collection, how the data will be analyzed and the expected results of the study.