Renova

IIBC 2014 ROUND 1

TEAM
GMBC

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ISSUES CORE PROBLEM

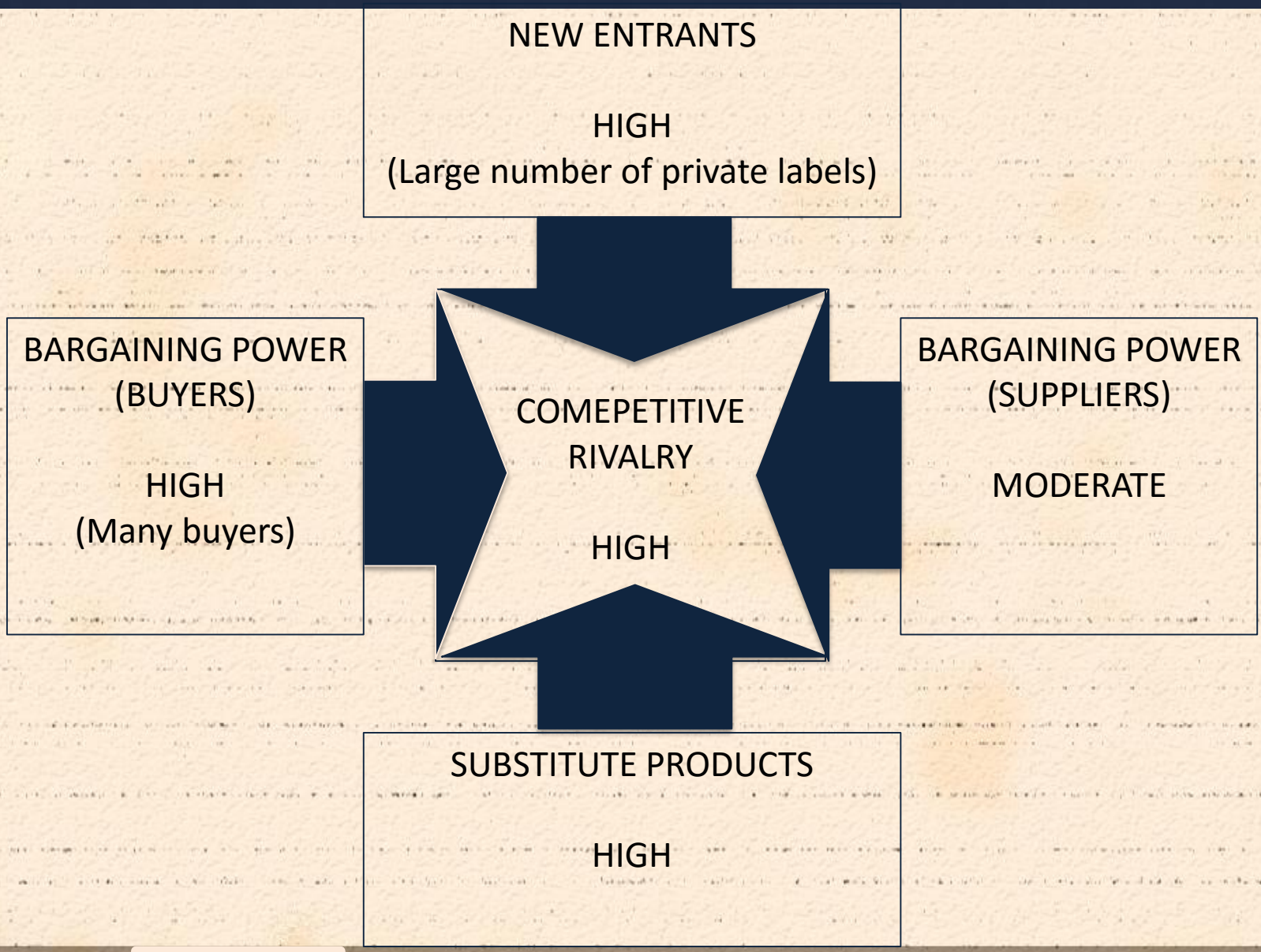
Lack of Direction in Marketing Strategies Leading to Hit and Miss Situations

- Partner with Retailers to produce Private Label
- Focus on domestic and international
- Black tissue paper a gimmick or full fledged product

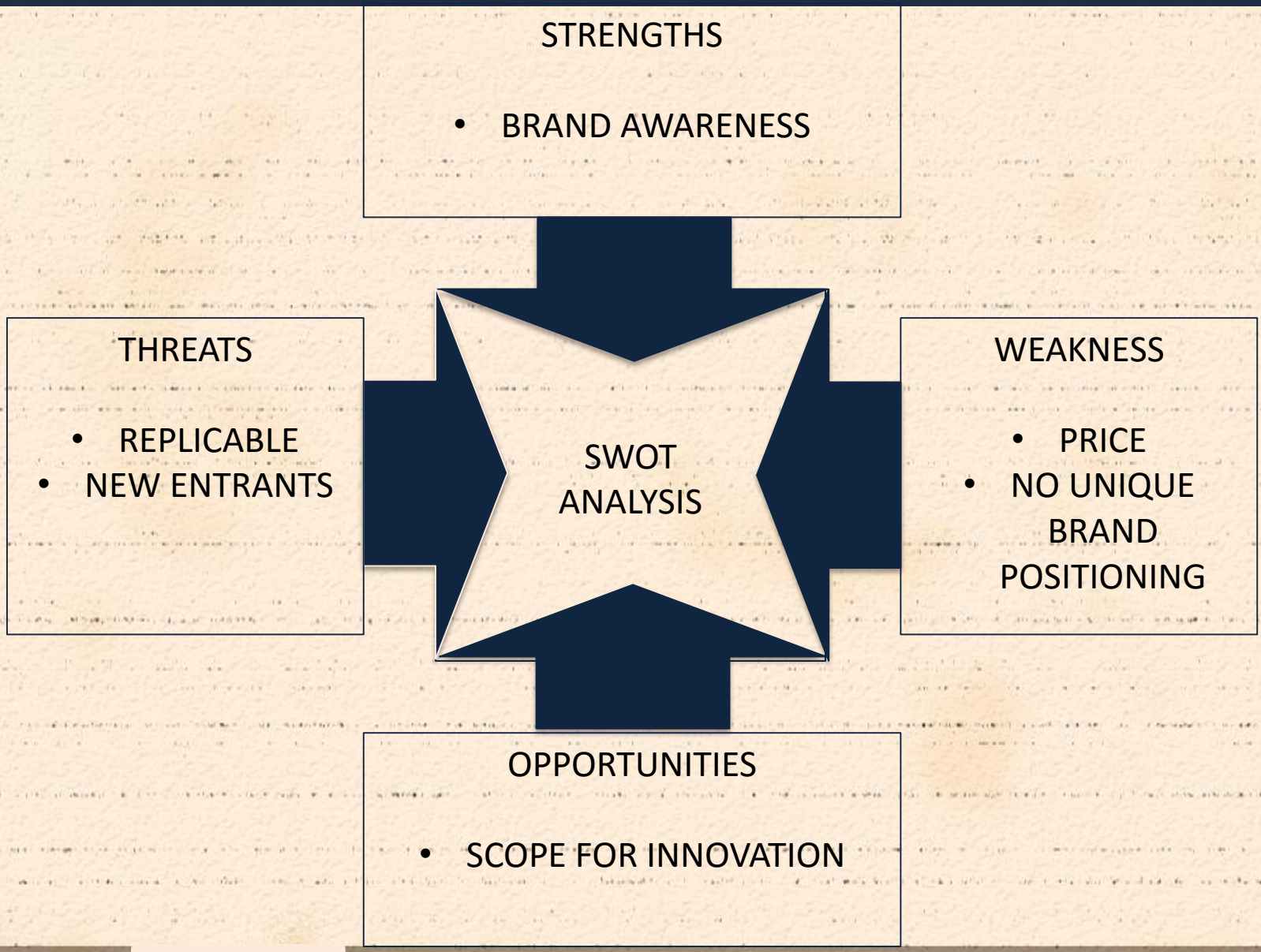
CURRENT SCENARIO

- Highly competitive market
  - Sole customer is also a competitor
- Sluggish growth
- Low-scope for differentiation
- Low-profit margin
- Varied tastes geographically

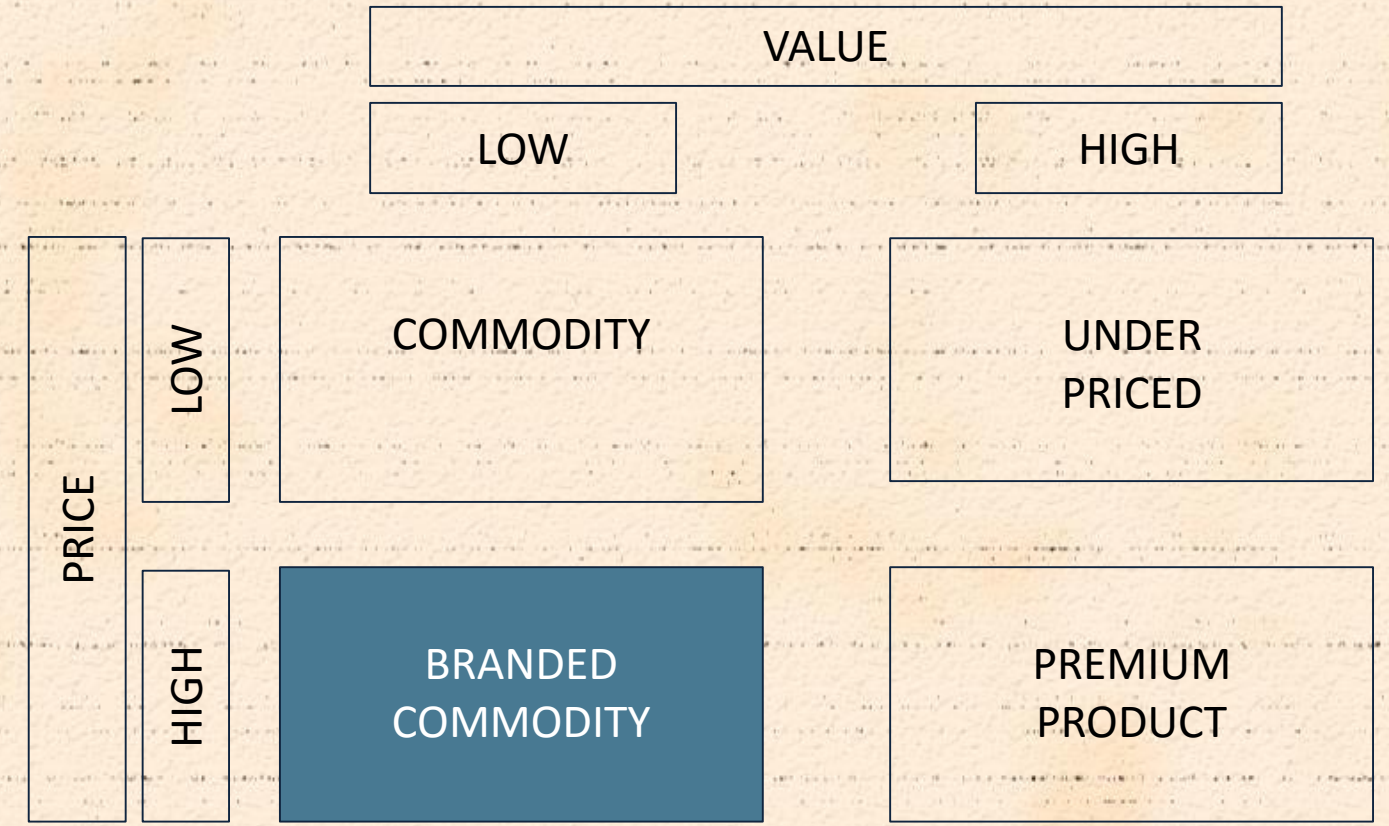
PORTER'S FIVE FORCES



SWOT ANALYSIS

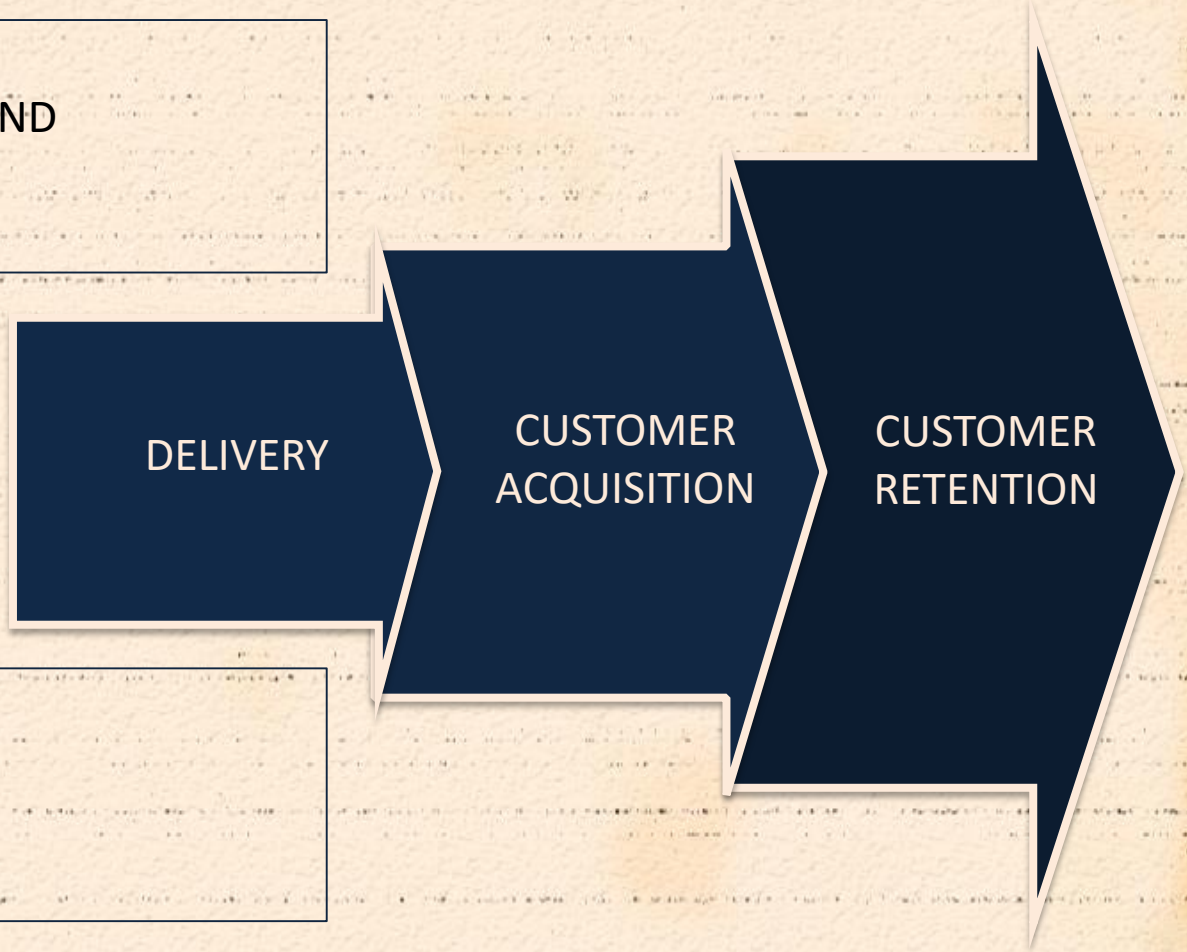


POSITIONING MAP



THE VALUE CHAIN

STRENGTHS:
OLDEST AND BEST –SELLING BRAND



PROBLEMS:
RETAILER IS MY CUSTOMER

RETAILERS HAVE HIGH POWER

TARGET MARKETS

PORTUGAL

SPAIN

FRANCE

WORLD MARKET

ALTERNATIVES ASSESSMENT

PARTNER WITH RETAILERS IN DOMESTIC MARKETS AND MODIFY THE EXISTING PRODUCT

OR

BLACK TOILET PAPER

PROS AND CONS

OPTIMAL SOLUTION

- PORTUGAL – GO WITH PRIVATE LABELS
- SPAIN AND FRANCE – ESTABLISH POSITIONING THROUGH PREMIUM PRODUCTS

PLAN OF ACTION

- MANUFACTURING PARTNERSHIP
- REVISE MARKETING STRATEGY THAT CATERS TO DIFFERENT GEOGRAPHICAL LOCATIONS
- RELIANCE ON MARKET RESEARCH

MARKETING STRATEGIES

- IN-STORE MARKETING ACTIVITIES
- GEOGRAPHIC MARKETING
- COHERENT ADS

MONITORING

- Continuous Tracking
- Periodic Market Research

ADDRESSING THE QUESTION

Q&A Session

THANK YOU