



Product Development: 'TIDE Wash-by-Hand'

Marketing Plan for Product Development at TIDE in China

Group Presentation #2 - 'Marketing Management'

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Product Development Strategy

- Keeping 'TIDE' focused on the high-end Market

- Building a new low-cost Product for the Mass Market – 'Wash-by-Hand'

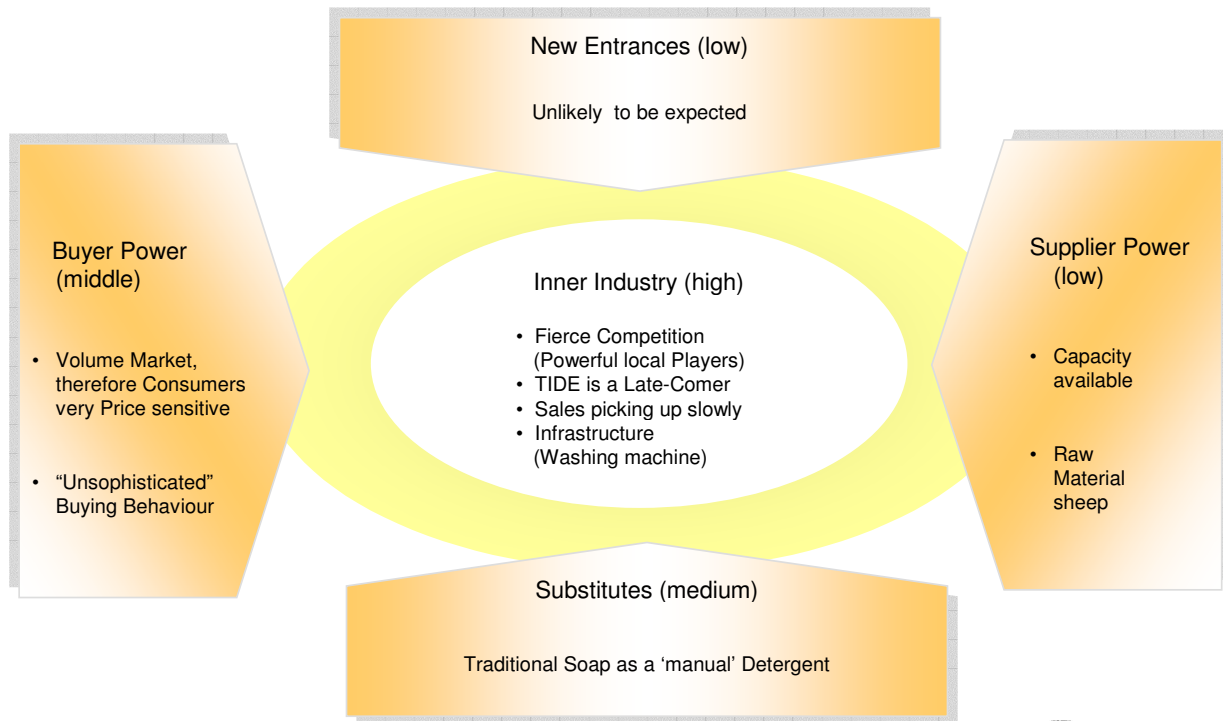
Basis for this new Marketing Plan



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Detergent Market in China – Strong Competition



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Detergent Market in China - TOP 10 Detergent Brands

- | | | | |
|------------------------|---|-----|-----------------|
| <i>Chinese Players</i> | { | 1. | Diao |
| | | 2. | Qi Qiang |
| Unilever | { | 3. | OMO |
| | | 4. | BREEZE |
| | | 5. | .. |
| | | 6. | .. |
| | | 7. | .. |
| | | 8. | .. |
| Proctor & Gamble | { | 9. | TIDE |
| | | 10. | .. |



? How to get
far up
the ladder
?



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Sooooooo many really great Ideas ...

'Change Production Base (City vs. Rural)'

'Bundling / Co-Branding'

'Features (Softener, environmental-friendly)'

'Buy local Brand (1st/2nd)'

'Different Product for a Niche'

'Introduce Low-Price Brand'

'Reduce Costs by Outsourcing'

'Advertise existing Product more intensely'

'Contract Production Factories / Staff'



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Product Positioning: 'Tide Hand Wash'

NEW BRAND

Chinese Name: .. but '*powered by TIDE*'

DIFFERENTIATION

.. by Features: **Environmental Friendly**
Soft to your Hands
Hand and Machine Wash

PACKAGING

Primary Package: **Absolutely Chinese**

PRICE

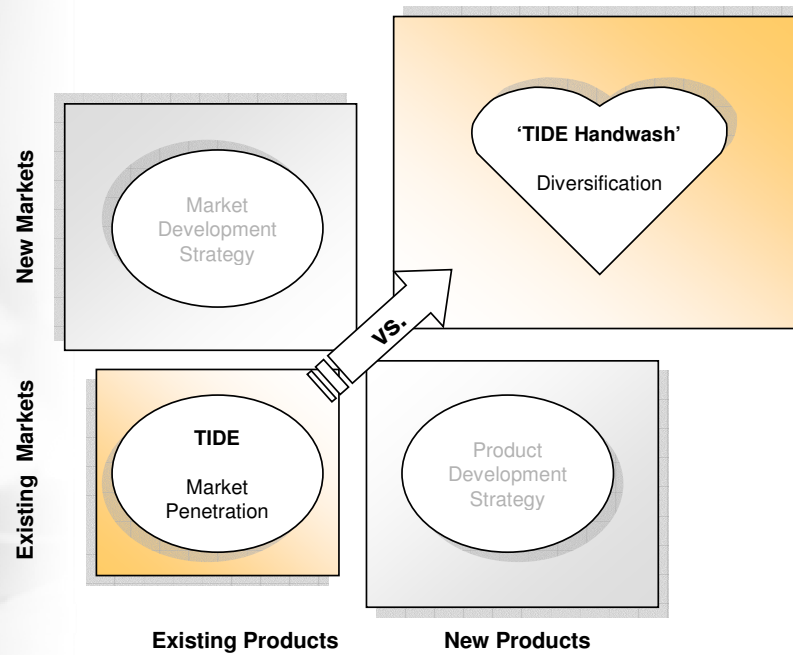
Competitively cheap (~ 1/3 of TIDE)



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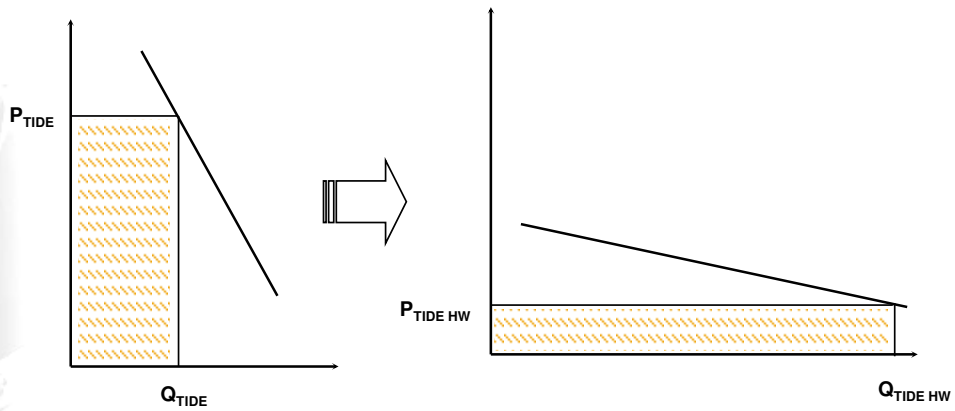
Detergent Market in China - Diversification necessary



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Demand & Revenue / Profit Forecast ..



$$P_{TIDE\ HW} = \text{¥ } 2,99$$

$$Q_{TIDE\ HW} = 4,7b$$

$$R_{TIDE\ HW} = \text{¥ } 14\ b \quad P_{TIDE\ HW} \cong \text{¥ } 1,4\ b$$



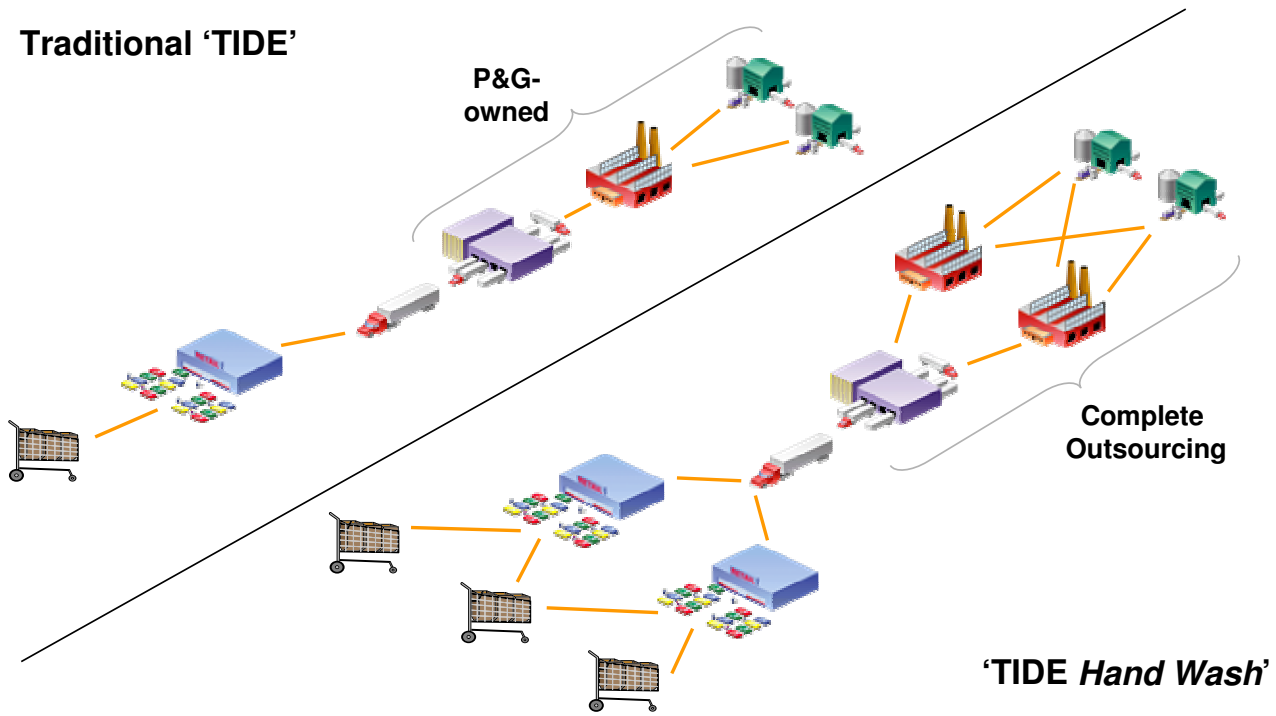
*Calculations on yearly Basis, 500g Boxes

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Supply Chain Management Concept ..

Traditional 'TIDE'



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Investment Requirements

- 
- **Research & Development**
 - **Advertisement**
 - **Promotion**
 - **Distribution (contracted)**
 - **Manufacturing (contracted)**



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**Less negative Impact to
Environment**

**Increasing overall
Sales Performance**

**Tapping new Mass
Consumer Target Group**

**Improving Brand
and Corporate Image**



Questions



Comments



Next Steps



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**Thank You
for your Attention!**



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Questions and Discussion



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