

Covergirl

Parent Company

Procter and Gamble

Category

Personal Care brands

Sector

FMCG

Tagline/ Slogan

Easy, breezy, beautiful Cover girl

USP

Category leader in the cosmetic industry because of its brand P&G coupled with inexpensive products

STP

Segment

Women aged 15-40 years

Target Group

Women seeking beauty and skin care

Positioning

Cosmetics that suit the skin and enhance the beauty from a trusted brand

SWOT Analysis

Strengths

- | |
|--|
| 1. Promotion through big celebrities |
| 2. Website that connects various users and gives tips on usage of its products |
| 3. Umbrella brand of P&G through which its products are promoted in several different channels |
| 4. Taken additional steps to offer more services |

5.Created a larger market by partnering with successful shows like America's next top model

Weaknesses

- | |
|--|
| 1.Less expansion in various potential markets like Asian countries |
| 2.Decentralized organizational structure |
| 3. Need to fill the gap of well informed new product launches |

Opportunities

- | |
|--|
| 1. Expand the distribution network in newer and potential markets |
| 2.Better promotion through advertisements on tv and magazines |
| 3.Partner with salons and small beauty retail stores to expand their current retail market |

Threats

- | |
|---|
| 1.Aggressive competition with many potential competitors selling quality products within the same range |
| 2.Rumors about covergirl cosmetics using animal testing to test its products |
| 3. Price wars |

Competition

Competitors

1.Maybelline
2.Revlon
3. Estee Lauder

4. Avon
