

Covergirl

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Covergirl

Parent Company

Procter and Gamble

Category

Personal Care brands

Sector

FMCG

Tagline/ Slogan

Easy, breezy, beautiful Cover girl

USP

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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
