

Ariel

Parent Company

Procter and Gamble

Category

Home Care brands - detergents

Sector

FMCG

Tagline/ Slogan

Sirf yaadein taaza rakhe, daag nahi

USP

The product has been in the market for many decades and has established its image as the product v

STP

Segment

Premium product – People who want quality and are ready to pay more price for good quality product

Target Group

Upper middle class and rich class of the society

Positioning

Positioned by the special attributes it possesses of cleaning the dirtiest stains by micro cleaning system

SWOT Analysis

Strengths

- | |
|--|
| 1. World leader in detergent segment |
| 2. Quality detergent – can remove the toughest stains |
| 3. Has made a strong base in the mind of users by various innovations in marketing |
| 4. 1 |

Weaknesses

- | |
|--|
| 1. Various lower priced products available in the market |
| 2. Strong competitors |

Opportunities

- | |
|---|
| 1. 5700 crore detergent market |
| 2. Big untapped rural market |
| 3. Can use its brand imprint in the minds of people to increase its customer base |

Threats

- | |
|---|
| 1. Counterfeit products in rural areas |
| 2. Aggressive price competition |
| 3. Ambush marketing harming the products reputation |

Competition

Competitors

1. Surf Excel
2.Henkel
3.Nirma Ltd