

**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   | st |

**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