

Always Answers

Always® is a monopoly within its market, it frequently uses "Flanking Technique"

	This is Positioning acc. To:	This is Segmentation acc. To:
It supposed to be one use for one user, so it used to highlights: Maximum protection / No worrying ...etc...	Benefit	Mass
It targets the school agers girl with Always Sabaya®	User	Age
It targets also married female	User	Marital Status
It also creates always® for daily moisture	Use	Occasion Frequency
Highlights Always ® night, for well sleeping	Benefit	Occasion
It attacks the “regular method: fabric”, By highlighting “ only 0.3 LE per day”	Competitor Low Cost Leader	SC Status Non User
A product development recently have been done, by launching high quality, high priced always diamond® with odor-lock technology,	Product Leader	SC
<i>That’s why always diamond® priced by using Premium Pricing strategy.</i>		