



Marketing Plan

GLISS RESTORE & REFRESH HAIR CARE SHAMPOO

Presented By:

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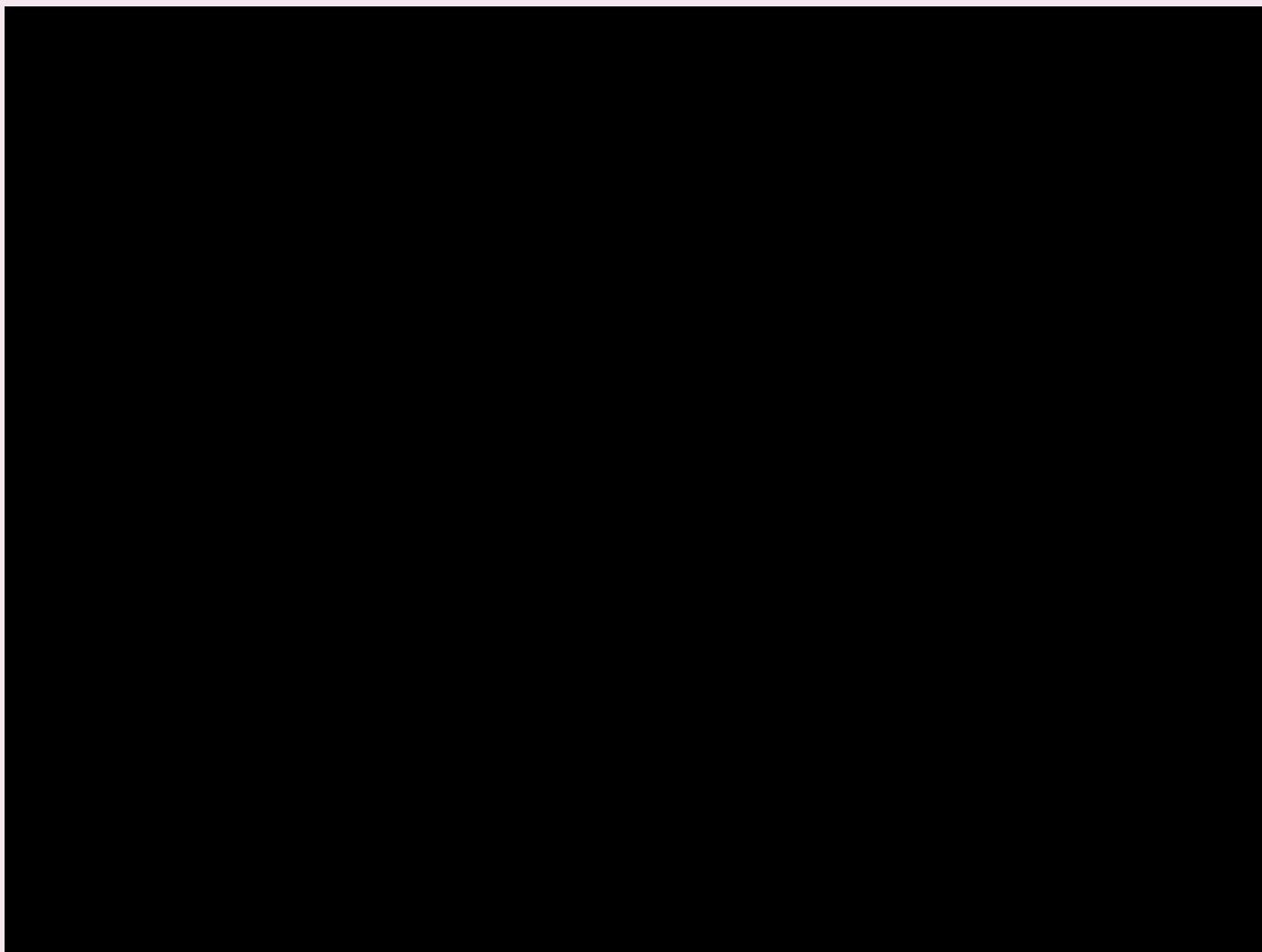
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EXECUTIVE SUMMARY

- ✦ Gliss restore & refresh hair care shampoo (Conditioner and Deep-repair Mask) under the flag of Schwarzkopf & Henkel.
- ✦ Company have started make announcement and awareness to the society by conducting a campaign starting from October 2013 to December 2014 .
- ✦ The campaign is objected to achieve the positive feeling about the brand, develop and maintain regular use of the product, create an increased interest and awareness of the brand.
- ✦ On the smaller scope, company tend to achieve and obtain loyal customers and maintaining them informed about the existence of the product so that people who don't know could realize its benefits, unique characteristics and special treatments.
- ✦ Company is targeting Veiled females ranging from 18 to 50 years represent around 30% of the total population here in Egypt.
- ✦ In the Middle East many women wear veils. Their hair is covered for hours at a time and as a result needs special care.
- ✦ Henkel Beauty Care's new "Gliss Restore & Refresh" hair care line offers the first repair treatment developed specifically to the needs of veiled hair - a remarkable innovation in the important growth region Middle East.

“Hair is a sign of beauty. Especially in the Middle East women would like to have long, healthy hair. Of course, this also applies even if they cover their hair in public with a veil,”



1. THE PRODUCT

The first hair care product specifically
for veiled hair



1. THE PRODUCT

✚ The new Gliss restore & refresh hair care Shampoo 250 ml.

✚ Essential and complimentary products:

- ❖ Gliss restore & refresh hair care Conditioner 200 ml.
- ❖ Gliss restore & refresh hair care Deep-repair Mask 200 ml.



2. THE PRODUCER

SCHWARZKOPF & HENKEL

- ✚ Operates worldwide with leading brands and technologies in 4 business areas:
 - ❖ Laundry.
 - ❖ Home care.
 - ❖ Beauty care
 - ❖ Adhesive technologies.
- ✚ Founded in 1876, Henkel holds globally leading market position both in consumer and industrial businesses with well known brands as Persil, Schwarzkopf, and Palette.

3. SITUATIONAL ANALYSIS



3.1 SWOT ANALYSIS

S

Strengths



W

Weaknesses



O

Opportunities



T

Threats



Strengths

(Company)

- ✦ A huge experience for Henkel and Schwarzkopf within the field of hair care for around 110 years .
- ✦ The great reputation of Schwarzkopf products either world wide or domestically in Egypt.
- ✦ The great facilities owned by the producer (High Technological Labs)
- ✦ The strong backing of the parent company - Henkel.
- ✦ The different portfolio offered by the company in the field of hair care supports the new product.
- ✦ High quality distribution channels and supply chain owned and used by the company.

Strengths

(Product)

- + The unique formulation offered by the high quality product.
- + The elegant packaging of the product gives a good impression to the customers.
- + Unique positioning and strong brand image.
- + The tendency to apply charity works to the Egyptian community (orphans houses funding)

Strengths

(Employees)

- + Entrepreneur Management
- + Highly qualified & well Trained staff
- + Innovators



Weaknesses

- + The product may be perceived to be expensive.
- + Limited awareness about the product in Egypt.
- + There is no factory for the company in Egypt.



Opportunities

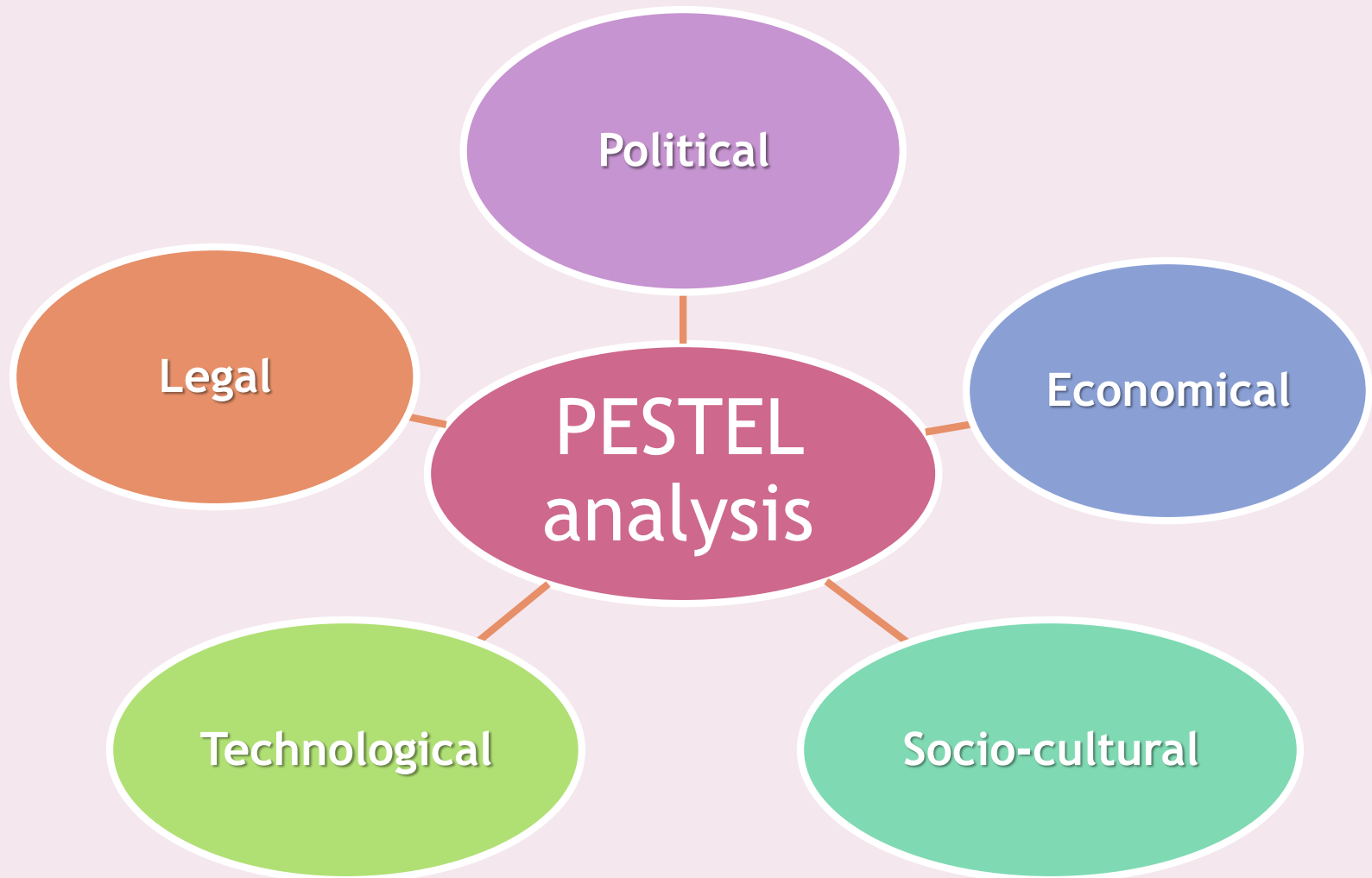
- ✚ The big market size of the Egyptian veiled females which in some studies reaches 80%-90% of the Egyptian women.
- ✚ Customers perceive Schwarzkopf products in a good way (good reputation).
- ✚ Conditions of hot weather, moisture and pollution in Egypt supports the product use.
- ✚ Free media has led to the opening of minds throughout the country, and the rise of communications allows the flow of ideas and invites interaction through social media.
- ✚ Penetrating the Egyptian market as a solid base to invade the Middle East and North Africa.



Threats

- ✦ Failure in delivering the promotional message may show the product as an old product.
- ✦ Competitors targeting the same social class (segments) founds in the Egyptian market, although there is noticed difference in the products formula.
- ✦ Consumers income may be affected by the uncertainty conditions the country is suffering of during this period.
- ✦ Consumers loyalty towards another products represented since long time at the Egyptian market.
- ✦ Uncertainty environment now days may affect the purchasing power in Egypt and the distribution lines.
- ✦ High inflation rate affects the Egyptian's currency power against the euro which may lead to increase the product's price.

3.2 PESTEL ANALYSIS



3.2.1. POLITICAL

- ✚ Taxation policy:

the standard rate of manufacturing corporate income tax is 40% which is relatively high.

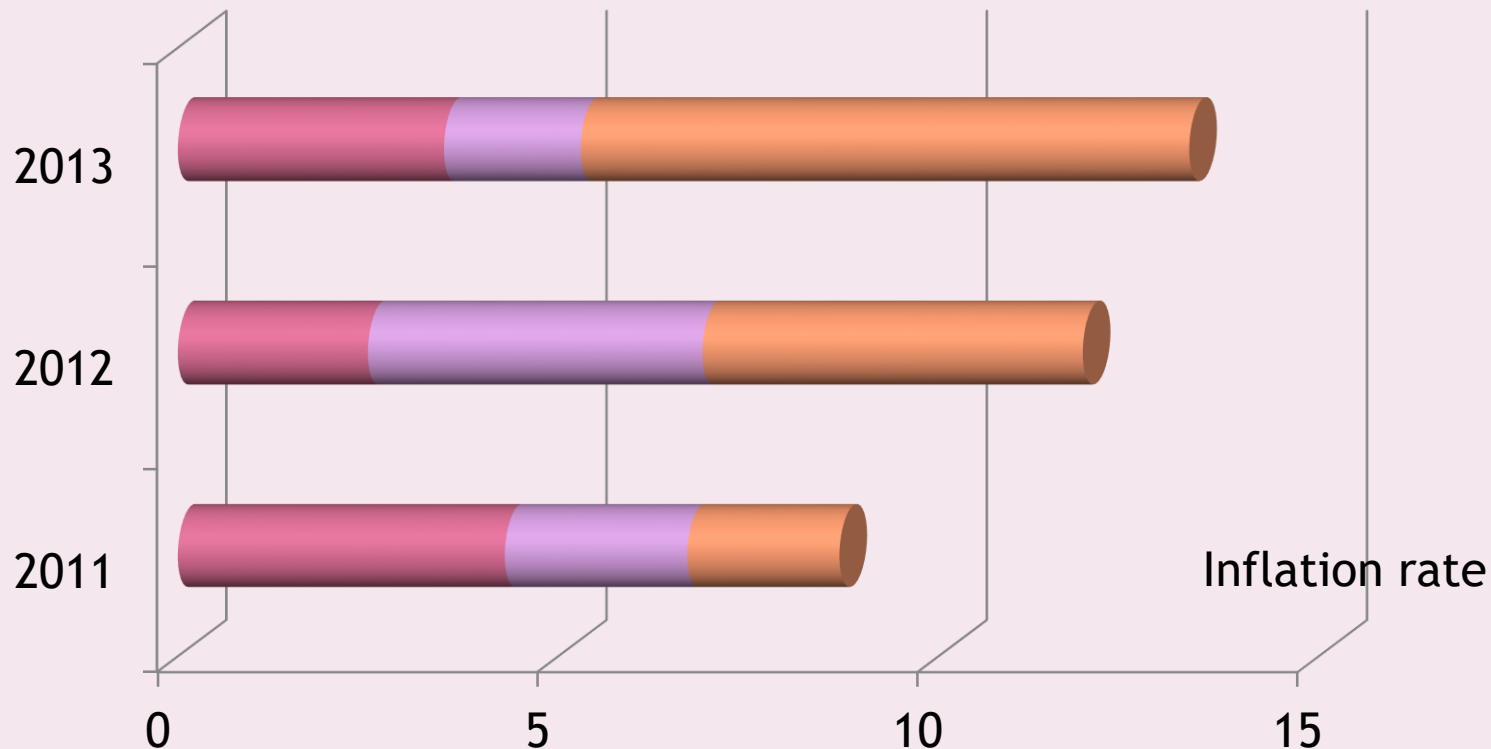
- ✚ High customs charged by the Egyptian government on the imported goods ranging from 30% to 50% on actual price.

- ✚ The economic instability has negative impacts on selling the product



3.2.2. ECONOMICAL FACTORS

- ✚ The high inflation rate during 2012 and 2013 is high (exceeding 13%) which might affect both pricing of the product and the purchasing power of customers.



- ✚ The increasing unemployment rate affect the economic status of customers.



- ✚ The fluctuating GDP indicates a turbulence in the economic conditions.

3.2.3. SOCIO-CULTURAL FACTORS

- ✚ Veiled females ranging from 18 to 50 years represent around 30% of the total population.
- ✚ Social classes A, B and C1 represent around 55% of the population, so the target segment represents around 20% of the population which is a wide segment.
- ✚ Females usually wear their veils for 8-10 hours daily and wash their hair once daily on average.



3.2.4. TECHNOLOGICAL

- ✚ Hair care products usually use advanced and automated manufacture with minimal human interference.
- ✚ In Egypt, the new technologies and digital media offer good tools for promotion of hair care products.
- ✚ The long experience the company has in this area of production, allows them to have a deep knowledge with highest and latest technologies at the market.



3.2.5. LEGAL FACTORS

- ✚ There are no efficient rules to regulate the price which make the product available with relatively high prices in some places
- ✚ A lot of rules & laws enforced on the imported products which make it a hard process



4. MARKET ANALYSIS

- ✚ In the Middle East many women wear veils. Their hair is covered for hours at a time and as a result needs special care.
- ✚ Henkel Beauty Care's new "Gliss Restore & Refresh" hair care line offers the first repair treatment developed specifically to the needs of veiled hair - a remarkable innovation in the important growth region Middle East.

5. OBJECTIVES

- ✚ To build more awareness about Gliss refresh and restore shampoo (250 ml) within 60% of A , B & C1 socially classed of veiled women 15 to 50 years old by the end of 2014.
- ✚ To increase the sales of Gliss restore and refresh shampoo (250 ml) to reach 1,500,000 units used by 300,000 consumers by the end of 2014.

6. STRATEGIES



Growth strategies
(Ansoff matrix)



Competitive strategies
(Porter generic strategies)

6.1. GROWTH STRATEGY

- ✚ using Market penetration strategy (increased MS in existing markets) through:

(A) Turning non-users into users by:

1. Personal selling

- ❖ Campaigns in the places of gatherings of women as: famous coiffeurs and beauty centers, women Gyms, clubs, big mosques in Cairo, Giza and Alex., beaches specified for women in north coast, private universities and big malls.
- ❖ Free samples offered to the target segments in these places.
- ❖ Introducing the product to famous dermatologists.

(B) Increasing the consumption of current users through:

1. Sales promotion as:

- ❖ Lower price when buying 2 packs of the product.
- ❖ A free gift (a veil) when buying 2 packs of the product.

2. Sponsoring events related to the target segments as:

- Fashion shows for Hijab.
- Mothers Day.
- Women's International Day.

6.2. COMPETITIVE STRATEGIES

- ✚ Differentiation because the aim is to offer a product which is recognized to be unique due having competitive advantage or USP.

USPs include: The unique formulation of the product which includes ingredients which solve the main 5 problems which face veiled females which are:

- ❖ hair loss.
- ❖ split ends.
- ❖ lack of shine.
- ❖ itchy scalp.
- ❖ unpleasant odor.

So, the customer feels the extra benefits gained corresponding to the extra cost paid.

6.2. COMPETITIVE STRATEGIES (CONT.)

- ✚ Cost leadership strategy is not suitable here as the price of the product is not the least in market, also Focus strategy is not suitable as the target segment is huge.

7. SEGMENTATION



+ Demographic:

- a) Gender: Females.
- b) Age: mainly ranging from 18 to 50 years females.
- c) Social class: A , B and C1
- d) Income:
 - ❖ Class A represents 20% of total population with minimum monthly income 18000 EGP
 - ❖ Class B represents 20% of total population with monthly income ranging from 7000 to 18000 EGP
 - ❖ Class C1 represents 15% of total population with monthly income ranging from 4000 to 7000 EGP
- e) Religion: Muslims

7. SEGMENTATION (CONT.)

+ Psychographic:

- lifestyle: females wearing veils as a part of the Egyptian Islamic culture (outdoors).

+ Geographic:

- Region: Cairo , Giza and Alexandria

8. TARGETING

Differentiated targeting as the company has a wide variety of products, so the new Gliss restore and refresh shampoo would be directed towards veiled women of social class A ,B & C1



9. POSITIONING

- + Using a hybrid positioning between: user category together with feature/benefit.
- + User category: veiled females.
- + Benefits: it will be positioned to classes A,B & C1 those are looking for extreme hair care by solving the main 5 problems of veiled females: hair loss, split ends, lack of shine, itchy scalp, unpleasant odor.



Perceptual Map



Marketing Mix

10.1 PRODUCT

✚ The new Gliss restore & refresh hair care Shampoo 250 ml.

✚ Essential and complimentary products:

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10.2. PRICING

+ Breakeven point is 14 LE

+ Distribution Price is 21 LE

+ Consumer Price is 30 LE

+ Pricing methodology: **Captive**

10.3. PLACE

- + Big pharmacies at Cairo , Giza and Alexandria .
- + Famous Hypermarkets.
- + Campaigns in the places of gatherings of women as:
 - ❖ Famous Coiffeurs and Beauty centers.
 - ❖ Women Gyms and clubs.
 - ❖ Big mosques in Cairo, Giza and Alex.
 - ❖ Beaches specified for women in north coast.
 - ❖ Big malls.

10.4. PROMOTION

- + Personal selling.
- + TV advertising, preferred type of advertising is emotional showing how the product is the perfect treatment for the women looking for the healthy, younger life style.
- + Word of mouth.
- + Sales promotion (Free Samples)
- + Sponsoring events related to the target segments as:
 - Fashion shows for Hijab.
 - Mothers Day.
 - Women's International Day.

11. SLOGAN

“اكتشفي جمال شعرك المغطى”

