

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...	المنافع	السوق الكلي
It targets the school agers girl with Always Sabaya®	المستخدم	العمر
It targets also married female	المستخدم	الحالة الاجتماعية
It also creates always® for daily moisture	الاستخدام	المناسبة / أو التكرار
Highlights Always ® night, for well sleeping	المنافع	المناسبة
It attacks the “regular method: fabric”, By highlighting “ only 0.3 LE per day”	المنافس / أو قائد التكلفة المنخفضة	الطبقة الاجتماعية / أو حالة الاستخدام (غير المستخدمين)
A product development recently have been done, by launching high quality, high priced always diamond® with odor-lock technology,	قائد المنتج	الطبقة الاجتماعية