

Clean and Clear

Parent Company

Johnson & Johnson

Category

Sensitive skin personal care items

Sector

FMCG

Tagline/ Slogan

Clean Clear and Confident

USP

Specially designed to clean skin to help prevent common skin problems

STP

Segment

Face wash skin care segment

Target Group

College youth and working professionals

Positioning

A Facial Wash that thoroughly cleanses to remove excess oil and dirt without over drying. Special ingredients

SWOT Analysis

Strengths

1. Company reputation is recognized through all over the world.

2. Customers satisfactions (toll free number, online services, and advisory services)

3. Customer's retention ratio is high due to Supreme product qualities.

4. Stability in Pricing.

5. Larger Distribution network and Products promotion in a large scale

6. Geographical coverage across all over the world

7. Product portfolio includes bodywashes, cleansers, moisturizers etc

Weaknesses

1. Limited penetration or product choice for the rural market

2. Tough competition means limited market share growth and high brand switching despite constant b

Opportunities

1. Clean n Clear has a strong market potential in the market & can look forward to gaining more shares

2. Products and packaging to suit different needs and demographics can help boost sales

Threats

1. The switching potential can be high if the customers are not satisfied with our product

2.If our product gets successful, there is a major threat of new entrants to follow up on company's trend

3. Existing producers of face wash can decrease their prices as well as new entrants to attract customers

4. Competitors: Local and international competitors have well established businesses

5. Large proportion of men who are currently unaware and place low priority on skin care

Competition

Competitors

1.Himalaya Herbal

2.Garneir

3.Ponds

4.Nivea

