

Cif**Parent Company****HUL****(Unilever)****Category**

Home Care - Detergent

Sector

FMCG

Tagline/ Slogan

Tough Cleaning Minimum Effort; The best cleaner to let you shine

USP

The World's leading cream cleaner

STP

Segment

Specialist Surface Cleaner

Target Group

All households in the urban areas

Positioning

A specialist surface cleaner that can be used on all types of surfaces - Kitchen tiles, gas stove, kitchen

SWOT Analysis

Strengths

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| 1. No. 1 cream cleaner in the world |
| 2. Already an established brand in countries like France, Germany & Russia |
| 3. Cif is sold in over 50 countries with the names like Jif, Vim, Viss and Handy Andy |
| 4. Good brand presence in retail stores |

Weaknesses

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| 1. Small segment as it is only for urban areas primarily |
| 2. Relevance only to Urban Population |
| 3. Lesser advertising as compared to other fmcg brands |

Opportunities

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| 1. Rapidly growing niche market segment |
| 2. Target tier 2 cities with smaller packages |

Threats

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|---|
| 1. Small Surface Cleaning Market in India (35 Crores/yr) |
| 2. Competitors soon to challenge HUL in this segment with similar products with local and international |

Competition**Competitors**

1. Dazzl
2. Easy Off Bang (Reckitt Benckiser)
3. Mr Muscle (SC Johnson)