

Cif

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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**

- |   |
|---|
| 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**

- |   |
|---|
| 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)