

**Domex**

**Parent Company**

**HUL (Unilever)**

**Category**

Home Care – Toilet Cleaner

**Sector**

FMCG

**Tagline/ Slogan**

Domex: 100% Germ Protection; Million more germs will die

**USP**

Power is due to its high availability of chlorine for killing germs

**STP**

**Segment**

Toilet Cleaner – Liquid Cleaner

**Target Group**

Liquid Cleaner for Toilets targeting all households

**Positioning**

Domex bleach gives the confidence of eradicating all known germs and help improve general hygiene

**SWOT Analysis**

**Strengths**

1. Only brand which has sodium hypochlorite an ingredient which has the properties to kill germs (WHO)
2. Sold in over 35 countries with popular name as Domestos, Glorix, Klinex
3. Has wide product variety range like wipes, sprays, liquid etc

### Weaknesses

1. Segment presence mainly in Urban Areas
2. Highly competitive market and slightly higher priced even for all urban families

### Opportunities

1. 'Domes Germ Kill Challenge' – Raising awareness among households about use of Domex instead
2. 'Domex-Squad' –An initiative taken to clean household toilets
3. Tie-up with hotel chains, restaurants etc

### Threats

1. Toilet cleaning market is traditionally dominated by the unbranded Phenols
2. Strong established competitor like Harpic

### Competition

### Competitors

1.Harpic
2.Kiwi
3.Sanifresh