

Parachute

Last Updated Monday, 20 April 2020 05:30

Parachute

Parent Company

Marico

Category

Personal Care brands- Haircare

Sector

FMCG

Tagline/ Slogan

Gorgeous Hamesha; Shine Hamesha; Shine karke dekho

USP

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Parachute offers 100% Pure Coconut Oil

Parachute STP

Segment

Appearance and health conscious people of all ages

Target Group

Women of all ages in both urban and rural population of India & Young and appearance conscious con

Positioning

Parachute promises to make your hair best in the world

Parachute SWOT Analysis

Strengths

1. Parachute is market leader in its category, has a huge loyalty in the urban & rural sections of India

2. Brand has sought to remain relevant and differentiated through a slew of initiatives in packaging & c

3. Parachute enjoys tremendous equity and trust with every passing generation

4. Is entering the shampoo market with Starz and has a range specifically for the age group of 3-10yrs

5. One of the most recognized and trusted brands

6. Parachute has excellent brand visibility through advertisements on TV, newspapers, magazine, online

7. Due to excellent distribution of Marico, the brand is available across supermarkets, groceries etc

8. Brand ambassadors like leading actresses have helped the brand connect with the audience

Weaknesses

1. Innovations like personal massager where available only in select cities and limited quantities

2. Highly competitive market means Parachute's market share is stagnated

Opportunities

1. Parachute can get into skin care by introducing oils for application on the entire body

2. Launch variants that have not only coconut but also other natural ingredients that benefit the hair. T

3. Global expansion can help the brand reach out to a wider audience

Threats

1. Many players are entering the market can affect its business
2. Parachute as a brand is positioned as a coconut oil. Competitor brands are communicating the adv

Competition

Competitors

- 1.Dabur India
- 2.Himani Navratna Oil
- 3.HUL (Hindustan Unilever Limited)