

Godrej Good Knight

Parent Company

Godrej Consumer Products

Category

Home care brands

Sector

FMCG

Tagline/ Slogan

Protecting happy moments; Protect who you love with what you love;

Push karo, Khush raho

USP

Brand equity build over decades by various products

STP

Segment

Mid and mass segment both in rural and urban area

Target Group

Middle class and upper class households

Positioning

Protection, non violence, safe gentle effective dependable and un obtrusive protection in compete harm

SWOT Analysis

Strengths

1. Significant presence in all the formats ranging from mats, liquid vaporizers, coils, lotions and aerosols

2. Innovative product advance active liquid vaporizer : the product even awarded as product of year

3. Only coil with fragrance, Widest range of refills and machines, Innovative two coil pack

4. Celebrity brand ambassadors for product promotion

5. Repellent cream with moisturizing and skin care benefits

6. Declared as most trusted Brands after survey conducted in 13 cities across India

7. Dedicated research and development team which works towards product development

Weaknesses

1. Good Knight doesn't always work in eliminating mosquitoes

2. Limited penetration in rural areas, which can be an important market

Opportunities

1. Community outreach and disease prevention program for tapping Growing market
2. Tie-ups with hotel chains, resorts
3. Expansion in Indian as well as global markets

4. Lotion in sachets, Repellent in gel form, Mosquito repellent oil etc

Threats

1. Rising competition in local markets

2. Popularity of other brands in the same segment

3. High customer brand switching for the FMCG brands

Competition

Competitors

1. All out

2. Odomos

3. Reckitt and Benckiser's Mortein

