

Air Wick

Parent Company

Reckitt Benckiser

Category

Home Care brands

Sector

FMCG

Tagline/ Slogan

Brightening the air

USP

Room freshener with various types and flavors

STP

Segment

Room Freshener

Target Group

Urban and semi-urban households

Positioning

To transform your home to a great environment making it happy and joyous

SWOT Analysis

Strengths

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| 1 . RB has been ranked as one of the Most Innovative Companies in the World |
| 2. Available in various flavors and varieties. |
| 3.Excellent brand promotion by advertising media |

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| 4. Brand presence by advertisements and prints |
| 5. Excellent distribution network of Reckitt Benckiser |

Weaknesses

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| 1.Fake imitations affect sales |
| 2.Limited brand presence in rural market |

Opportunities

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| 1.To Explore possibilities in rural market. |
| 2.Launching series for cars, toilets and offices. |
| 3. Tie-ups with hotel chains, restaurants, corporates etc |

Threats

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| 1. Local brands pose a threat |
| 2. Limited brand loyalty as brand switching is high |
| 3. Fake imitations affect brands image |

Competition

Competitors

1. Odonil

2.Ambi pur
