

**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**

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

**Competition**

<b>Competitors</b>
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1. Odonil
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2. Ambi pur
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