

Tide

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Tide

Parent Company

Procter and Gamble

Category

Home Care brands - detergents

Sector

FMCG

Tagline/ Slogan

White hai to tide hai

USP

Provides good whitening and fragrance at low price

STP

Segment

People who have fixed budget for household things like detergents and look for economical options

Target Group

Women ages 18 to 54 years old, middle classes

Positioning

Product which has all the qualities required from a detergent-quality, fragrance and low price

SWOT Analysis

Strengths

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| 1. Benefit or attribute over other products in the same category |
| 2. Leading market position |
| 3. Lower price and good quality |
| 4. Most popular and widely patronized detergent in the world and a flagship brand of P&G |
| 5. Renowned by its reputation of complimenting the ever-changing people's temperaments for fashion |

Weaknesses

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| 1. Strong competitors |
| 2. Substitute products available at the same price |

Opportunities

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| 1. High potential of rural market has a lot of opportunities |
| 2. Changing lifestyle of people want cheap product with good quality |
| 3. introduction of better variants by technology development and innovations |
| 4. Niche target market |

Threats

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| 1. Price wars with competitors |
| 2. Aggressive promotion by competitors, harming the reputation of the product and ambush marketing |
| 3. Counterfeit products in the rural market |

Competition

Competitors

- | |
|---------------------|
| 1. Rin |
| 2. Persil |
| 3. Uniliver's Purex |