



HOME CARE PRODUCTS

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GENERAL RESEARCH

MARKET SIZE



\$143 BILLION



\$5.15 BILLION

TOP BRANDS

1. Fairy
2. Andrex
3. Comfort
4. Pedigree
5. Whiskas
6. Felix
7. Lenor
8. Kleenex
9. Dettol
10. Persil

By Appointment to Her Majesty the Queen
Manufacturers of Soap and Detergents
Procter & Gamble UK, Newcastle upon Tyne

FAIRY
DISHWASHER LIQUID
Original

Innovative
Good publicity

Ultra
concentrate
Comfort
'Better' for
environment

Offers refill
pack option


Persil



CONSUMER NEEDS (SURVEY)

1.
QUALITY
50%



2.
CONVENIENCE
30%



3.
LOW PRICE
10%



4.
ENVIRONMENTAL
FRIENDLINES
10%

PERSONAS



MARK

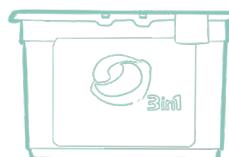


AGE: 21
GENDER: MALE
IN A RELATIONSHIP
NO CHILDREN
STUDENT
IN DEBT

- Fun lifestyle
- Spends little time cleaning
- No car so shops in small amounts
- Environmentally conscious but can't spend too much more



EMILY



AGE: 28
GENDER: FEMALE
SINGLE
1 CHILD
WAITRESS & STUDENT
AVERAGE INCOME

- Loves convenience
- Busy, lives in a city
- Has a balanced lifestyle
- Environmentally conscious
but is not willing to give up on quality



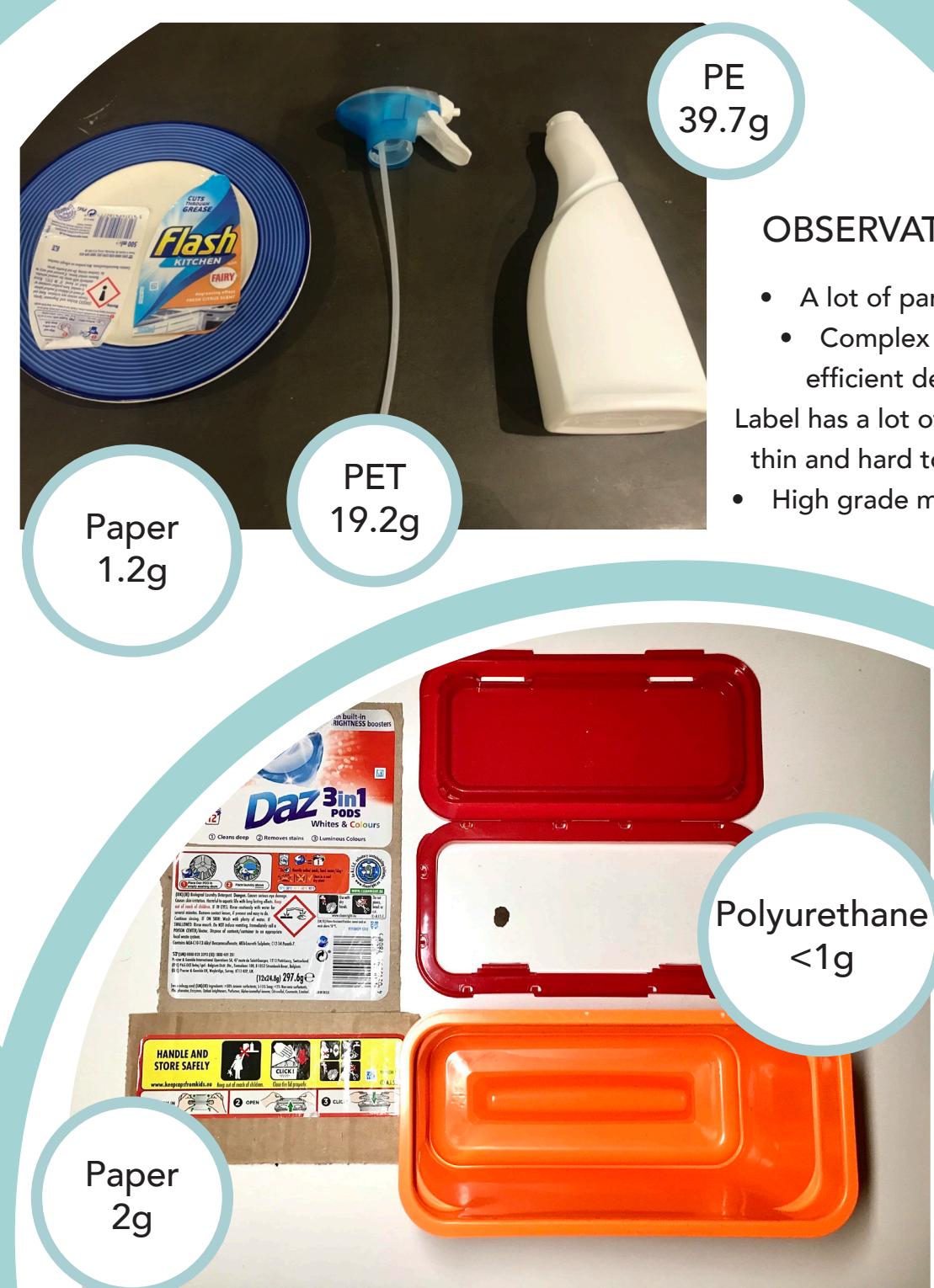
ALEX



AGE: 55
GENDER: MALE
MARRIED
2 CHILDREN
BANK MANAGER
VERY GOOD INCOME

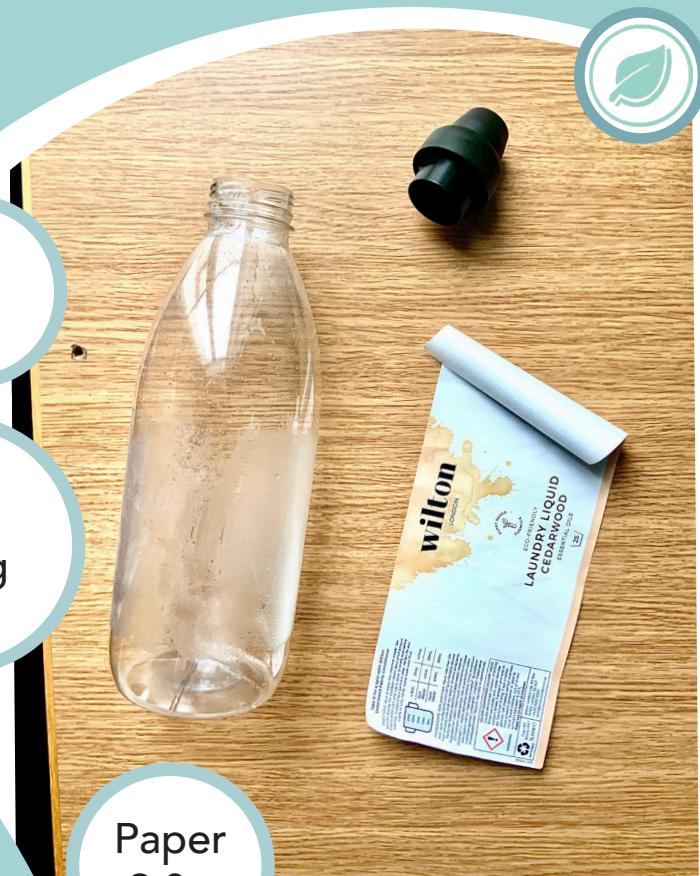
- Kind, gentle and humble
- Values family above all
- Job causes stress
- Alex is willing to pay more for convenience
- Cares about the environment but values convenience more

PRODUCT TEAR DOWN



OBSERVATIONS

- A lot of parts (9)
- Complex but efficient design
- Label has a lot of ink and is thin and hard to take off
- High grade materials



OBSERVATIONS

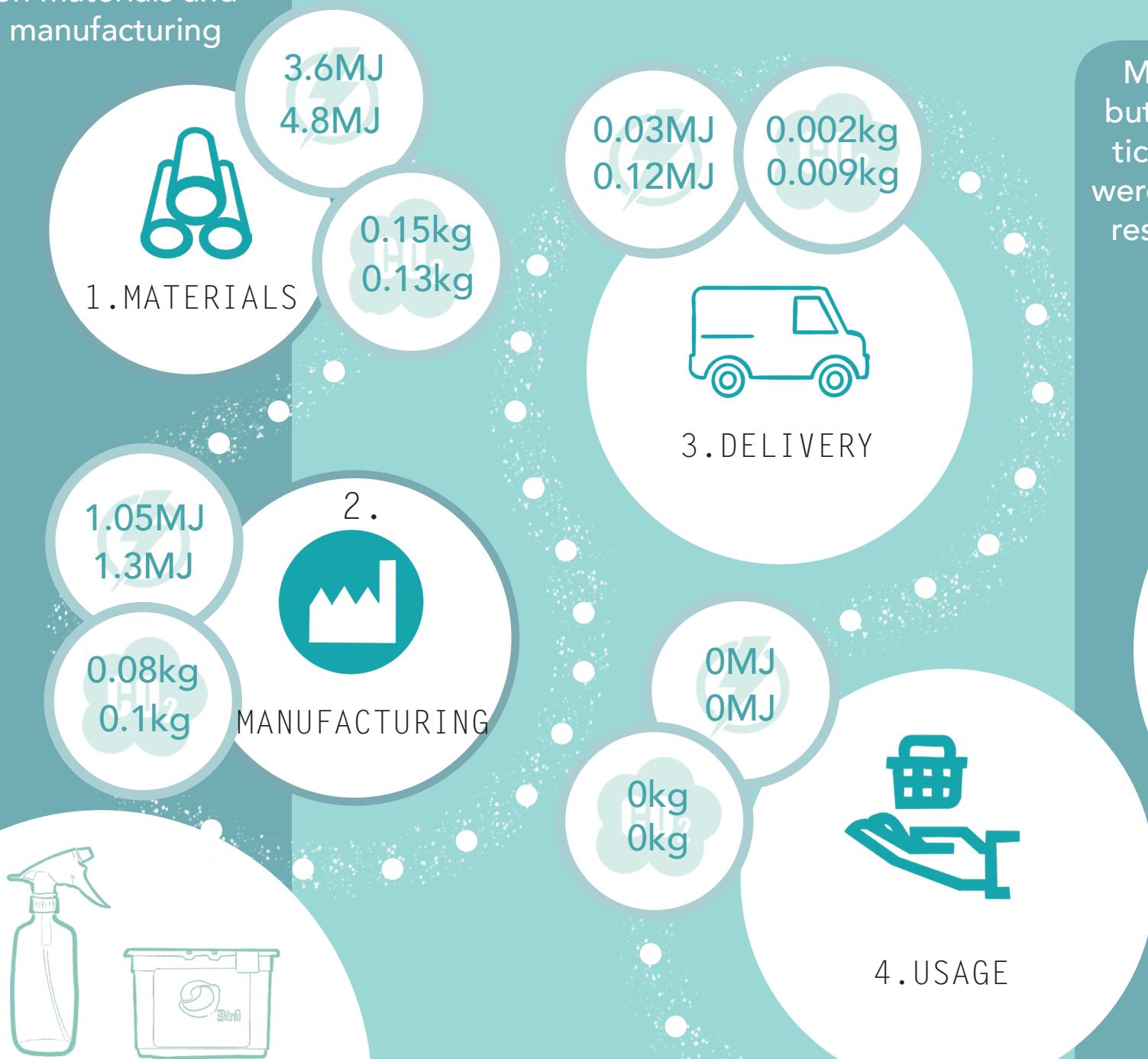
- Label is thin and difficult to peel off with a lot of print
- Minimal amount of parts (3)
 - Has child proof lock
- Box shaped packaging for efficient storage

OBSERVATIONS

- Label is strong and easily peels off in one piece
- Label design is simple with little wasted ink
- Minimal amount of parts (3)
- Cap is injection moulded and bottle is injection blow molded

98.6% of energy used
on materials and
manufacturing

LIFE CYCLE ASSESSMENT



Most plastics can be recycled
but in 2017 only 46% of all plas-
tics were recycled and only 7%
were turned into new bottles, the
rest were dumped into landfills

MAPPING OF STAKEHOLDERS, SYSTEMS AND RESOURCE FLOW



611 000 tonnes (58.5%)
of 'recycled' plastic is
actually exported

Recycling centres are paid
by plastic industry with PRNs
(packaging recovery note)

PERN (Packaging export re-
covery note) is more valuable
to recycling centres than PRNs

CURRENT SERVICES

plash



GOING DEEPER INTO DEBT
NET WORTH: £ -581 640

- Delivery to home X
- Buy from stores X
- Return of packaging via post X
- Refill of packaging in stores X
- Super concentrate formulae X
- Developed concentrated formulae X
- Compact packaging lower CO₂ rates X
- Locally sourced lower CO₂ rates X
- Requires the use of SLES X
- Uses responsibly sourced palm oil X
- Overall compromise on quality X
- High quality product X

ecover



WORLD LEADING COMPANY
NET WORTH: £ -120 000



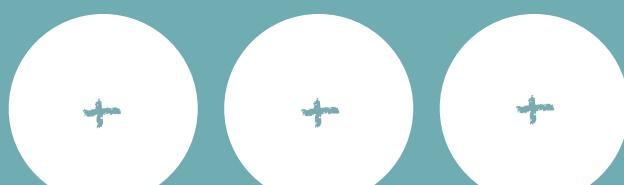
CLOSURE

METHOD OF RECYCLING

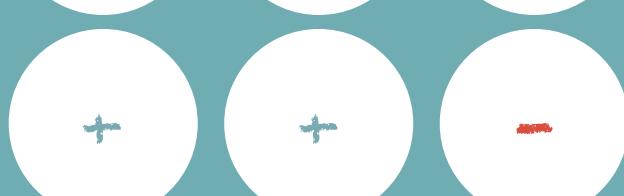
Post packaging back 20%



Refill packaging in stores 60%



Thrown away packaging and buy a new one 20%



Buy a new one at an extra £1-£2 fee to help with sustainability 10%



HIGH QUALITY

CONVENIENT

NO EXTRA COST

INNOVATIVE / UNIQUE

LOCAL SOURCING

REUSE PACKAGING

