# Assignment -1

Dollar Shave Club's



1. \*Disruptive Marketing:\* Dollar Shave Club gained attention through their viral marketing videos, showcasing humor and personality. Implementing creative and unconventional marketing strategies can help differentiate your brand.

2. \*Subscription Model:\* Their subscription-based business model ensured recurring revenue and customer loyalty. Consider offering subscription options to create a steady income stream and maintain customer engagement.

3. \*Customer-Centric Approach:\* Dollar Shave Club prioritized customer experience by offering convenience, quality products, and excellent service. Focus on understanding and meeting your customers' needs to build lasting relationships.

4. \*Product Innovation:\* Continuously innovate your product offerings to stay competitive and appeal to evolving consumer preferences. Dollar Shave Club introduced new products beyond razors, expanding their market reach.

5. \*Brand Identity:\* Establish a strong brand identity that resonates with your target audience. Dollar Shave Club's brand persona was relatable and memorable, contributing to their rapid growth.