Required Assignment 4.2:   
Understanding Disruptive Positioning

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**Suggested time:** 90 minutes

**Assignment Instructions**

For this assignment, think of a product category where you see a gap for disruptive positioning. It could be within the industry you work in or any other.

***Note****: This is a required assignment and counts towards your programme completion.*

Describe a product category and then discuss what would one good position option be? What type of disruptive position does it follow?

**Direct to consumer selling in Men’s grooming. Strategy Employed – Reverse positioning.**

**Current Status :-**

Men’s grooming market primarily consists of various shaving related products and Gillette has been dominating this market for over a century now. Gillette’s is recognized as world over as the premium men’s grooming brand and its customer base is loyal to it as well.

* Gillette has been constantly innovating in the razor and shaving cream products for example to maintain its leadership position by offering new products to meet the same needs of its consumers but avoiding looking outdated. Their marketing budgets and campaigns are famous all over the world as well and their products are available almost in every store around the world showing a very strong hold on distribution as well.
* Gillette charges a huge premium on its products and there are a space created for brands who can offer these products at a much lower price since the technology needed to manufacture safety razors is pretty basic and local players offer products at 20% - 50% of Gillette price already

**Alternatives:**

* Eliminate the need for powerful distribution channels by offering the products using direct to consumer channels
* Control inventory cost as well build loyalty by offering subscription services
* Use natural ingredients which are environmentally friendly and sustainable.
* Partner with other grooming brands to offer a complete men’s grooming package

Talk a little bit about why the suggested position is a good idea? How would it address the current issues within that category?

**This positioning is a good idea because:**

* The basic need of men’s grooming is regular facial hair removal at home in a safe manner which can be met easily. Shaving creams and aftershaves which use natural ingredients enhance the premium quality perception of these brands in the increasingly environmentally conscious urban population of India.
* Offering subscription services helps the customer to get personalized products at their doorstep regularly which increases loyalty and decreases the chance of switching to another brand.
* The much lower subscription price is a major selling point in a market dominated by just one brand.

**It will address the current issues as follows:**

* Customers are more engaged with these brands on social media and get introduced to new innovations regularly.
* These customers are more likely to increase their spend on more products due to personalized offers and discounts on subscription services.
* Direct to consumer brand save costs by eliminating the need for inventory management and distribution networks.

**More thoughts.**

* Social media & digital marketing has driven the adoption of direct-to-consumer brands at a fast pace.
* Analytics and AI can help analyze the usage pattern, socio economic behavior and customer needs to create various strategic segments.
* Personalized messages, gifts, offers and discounts can be tailored for each segment and customer to increase customer delight.
* New products can be tested in the market for free by sending samples with the monthly delivery of regular grooming products.