

Perdomous.

Presented By- Market Movers.

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Executive Summary

- The perfume industries in Bangladesh contribute to the country's economy as well as other rising industries. Since Bangladesh holds a stable economy, the perfume product has a large scale of demand in the country's market.
- To prevent dangerous diseases operated by deadly viruses like **chikungunya, dengue, malaria, filaria**, etc. people use different solutions. The tendency of using **odomos cream or spray** one of the solutions is increasing day by day.



- **Off Family Care** perfume is one of the premium brands in Bangladesh. **SC Johnson** manufactures and sells premium quality perfume both men's and women's versions under the '**Off Family Care**' brand. Now '**Off Family Care**' has a unique collection of perfume products named '**OFF Perdomos**'.



Company Profile

- Fisk Johnson, chairman, and CEO of "SC Johnson" (1886) is the industry's sixth-generation leader.
- The firm is well-known for producing domestic cleaning goods as well as items for home storage, air care, pest control, and shoe care, in addition to specialty products.
- SC Johnson & Son, Johnson's Wax, SC Johnson Wax, and, since the 1990s, SC Johnson, a family-owned and run enterprise.

Market description



- Off! is an insect repellent brand from S. C. Johnson & Son, produced in Finland.
- OFF targets a wide range of consumers from children to adults of the age group starts from 6 months old. The main target of off mainly is children and youths since they are Health conscious.
- As a pioneer in personal insect repellents for over 50 years, we're proud of the proven effectiveness of our products. With the largest privately owned urban entomology center in the world, we create products that we know will repel mosquitoes so your family can have a trusted line of protection. **S.C. Johnson** has made it our mission to make life better for the next generation.
- Through their marketing campaigns, off tries its best to attract its targeted audience.

Assessment of 4Ps

Product of OFF

They have launched total 38 products these are **off kids, off clean feel, off deep woods, off deep woods sportsmen, off family care, off defense, off clip on, off mosquito coil, OFF Citronella Mini Candle 2PK** etc.

Products are available at stores, groceries, retail outlets, etc.

Including available all over the world through distributors but their main markets are in the United States, Canada, Philippines, Germany, Finland, Poland, Australia, Thailand, South America, Malaysia & Turkey

Place of OFF

Product

Price

Price of OFF

OFF also has many varieties of products in the mosquito repeller market. Their prices are basically based on product size and quality.

Place

Promotion

Their promotion strategy is done by television, posters, newspaper, online, radio campaign.

Promotion of OFF

Objectives & Issues

Product strategy means finding ways to reach your Products goals. After Market research we saw some problem.

- Over estimating market size.
- Poor product design.
- Incorrect positioning.
- Wrong launch time.
- Inconvenient product packaging.
- Lack of advertisement.
- High level executives pushing favorite ideas despite poor marketing research findings.



Consumers want some new fragrance and variants. They are bored of these variants.

-So we are trying to bring new variants and version.

Issues of new product are-

- Sales growth is apt to be slow.
- Low profit margins due to low sales and high distribution and promotion expenses but Inshallah we will try our best to make consumers happy.

THE COMPETITION-

- “**Repel**” is one the most selling odomos spray product in the market and the second one is our product.
- “**OFF FamilyCare**” our competitors were all of these companies products and **Repel** was best of them.



Perfume + odomos= perdomous



MARKETING STRATEGY-

✂ The marketing strategy for the product will be Diversification strategy.

📈 It is a new product for the new market and the development is basically we have added sweet smell perfume in the odomos which now people can use it in both ways.



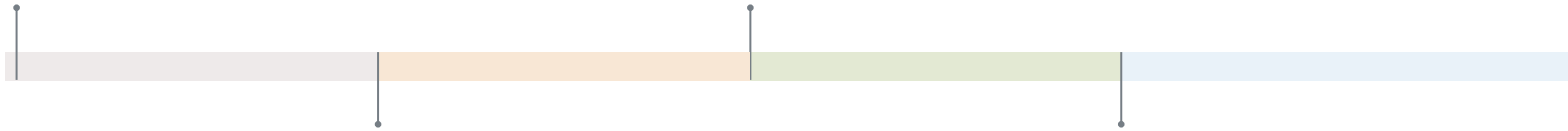
PRODUCT STRATEGY-

- Our “**OFF FamilyCare**” product is mainly a consumer product. Consumer will use it for their own personal use.
- People can use it as a odomos and as well as a perfume to smell good.
- Our new product from the “**OFF FamilyCare**” “**Perdomous**” (perfume+odomos) for this product we don’t need to rub it in our skin we just have to spray on our two shoulder and two side of our pants
- 4 spray is enough it will protect you from insects 7-8 hours and the perfume sweet smell will remain up-to 8-9 hours in 4 spray.

PRICING STRATEGY-

- This product is mainly operating in niche market because many people don't buy odomos spray or cream they just use the traditional way by lighting up mosquito coil or use aerosol spray or use the mosquito bat to kill the mosquitoes

- *Perdomous* | 150ml | 1699/Taka



- we are giving people odomos and perfume in one product, this product will also operate in niche market and the pricing strategy of this product will be premium pricing.

- *Perdomous* | 300ml | 2799/Taka

DISTRIBUTION STRATEGY-



- The product **Odomos** is much needed in Bangladesh during the winter season because the mosquito rate is high and also dengue is affecting people a-lot. It is very risky moving to many places without safety and now people are often dying from dengue.
- If people use **Odomos** at-least they will be safe wherever they travel or sit anywhere.
- We are targeting upper class people for this product and this product will be available on High end super-shops like **Uni mart, Shopno, Yellow, sundora perfume** and many more.

MARKETING COMMUNICATION STRATEGY-

- Our product is fully certified by the **IFRA** standards so it can be used by the consumers without any harm or cause any skin disease.
- Our product is necessary to stay safe from the mosquitoes and it will give you a luxury vibe also as it will be operating as a perfume as well.
- If someone needs to go on a date or any wedding function then they can use our product "**Perdomous**" to stay safe from mosquitoes bites while smelling good and being attractive.
- The competitive advantage is no other odomos company has ever made odomos with perfume and as well as no other perfume company has ever come up with perfume with an insect repellent.

Luxury
— with —
Necessity



Conclusion-

- Emphasis on producing something new has lead us to develop a new product that will serve as a **useful**, **safe**, and **luxurious** product. **SC Johnson** has attained maturity and has been successful in holding the marketplace through all of its brands, including the new product, so we will be able to build a route to fill the holes inside the conventional category. This manner, we can secure a bigger influx of customers.