

Case Native deodorants: Sell or swell?

Preparation

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1 How was Native's business model a disruptive one?

As opposed to traditional deodorant sellers who sold their products through a middleman, they sold directly through their customers and fully online..

2 Why were Native deodorants successful with consumers?

Native used natural ingredients in their deodorant and was transparent on these ingredients. This is what conveyed a lot of customers to order through their site.

3 Why would P&G be willing to pay \$100 million for Native?

P&G was attracted by the D2C model that Native employed. They also saw Native's platform as a way to further digitalise their company, as they were trying to reinvent itself as a company. Furthermore it allowed them to further broaden their portfolio.

4 What should Ali do?

Native had a significant growth, which might make it seem tempting to sell. Yet, I would advice him not to sell, as this growth was achieved in a sustainable manner. He has a very strong customer base, only he with his vision can assure that the company maintains the standards for the values that these customers care so much about.