**Title Slide**:  
**"Driving Growth for Comfort Fabric Conditioner"**  
*Subtitle*: Strategic Sales Plan 2024-2025  
*Visual*: Comfort product image with tagline "Next-Level Freshness, Lasting Care"

**1. Product Selection**

* **Comfort**: Unilever’s leading fabric conditioner brand since 1969.
* **Key Features**:
  + **Pro-Fibre Technology**: Reduces fabric damage, extends garment life (Ultimate Care range).
  + **Encapsulated Fragrance**: Lasting freshness with micro-capsules.
  + **Eco-Friendly**: Concentrated formulas, 36% less plastic (UK).
* **Variants**: Morning Fresh, Pure, Elegance, Perfume Deluxe.

**2. Sales Strategy**  
**Tactics**:

* **Retail Expansion**: Target hotels and commercial laundries with 5L bulk packs.
* **Promotions**: Bundle with Surf Excel/Dove detergents; offer "Buy 2, Get 1 Free" on refills.
* **Digital Campaigns**:
  + **TikTok/Reels**: "Fragrance Burst" challenges showing scent release during movement.
  + **Influencers**: Partner with eco-conscious lifestyle creators to highlight sustainability.
* **Sampling Drives**: Free sachets in e-commerce laundry orders (Amazon, BigBasket).

**3. Target Audience**

* **Primary**:
  + **Eco-Conscious Families**: Focus on garment longevity and reduced plastic.
  + **Young Professionals**: Emphasize fragrance variety and convenience.
* **Secondary**:
  + **Hospitality Sector**: Promote bulk 5L packs for linens.
  + **Sensitive Skin Users**: Push Pure variant via dermatologist collaborations.

**4. Expected Outcomes**

* **Metrics**:
  + **Sales Growth**: 15% YoY increase in key markets (India, UK).
  + **Market Share**: +5% in fabric conditioner segment by Q4 2025.
  + **Brand Recall**: 20% uplift via digital campaign engagement (measured through CTRs).
* **Sustainability Impact**:
  + 25% adoption of Ultimate Care range, reducing fast-fashion waste.
  + 100% recycle-ready bottles by 2025.

**Visual Flow**:

* **Color Scheme**: Comfort’s brand blues and whites.
* **Graphics**: Before/after garment visuals, fragrance micro-capsule animations.
* **Data**: Bar charts for sales targets, pie charts for market share.

1. <https://www.unilever.co.uk/brands/home-care/comfort/>

1. <https://www.hul.co.in/brands/home-care/comfort/>

1. <https://www.unilever.com/news/news-search/2021/conditioning-clothes-to-last-longer-with-comforts-new-ultimate-care/>

1. <https://www.unilever.co.za/brands/home-care/comfort/>

1. <https://unilever-professional.com/products/comfort-fabric-conditioner-5l>