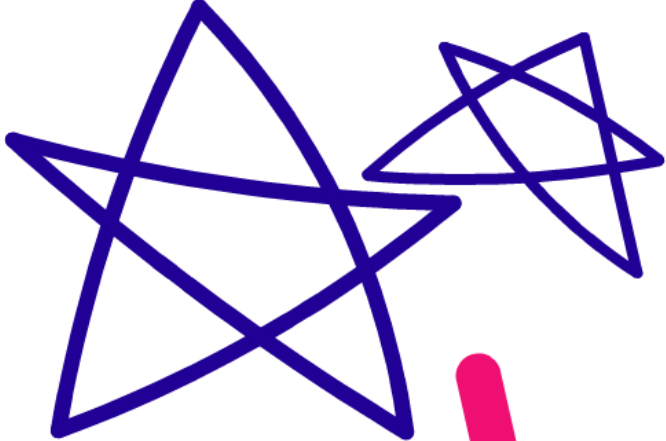


# Himalaya Shampoo Building a Differentiated Brand Image

The vertical pink bar contains several business strategy diagrams and the Pantene logo. From top to bottom, it includes: a bar chart, a diagram titled 'STP' (Segmentation, Targeting, Positioning) with sub-sections for Segmentation, Targeting, and Positioning; a diagram titled '4P' (Product, Price, Promotion, Place); a SWOT analysis table with four quadrants: Strengths, Weaknesses, Opportunities, and Threats; a 'Market Analysis' section with a line graph; an 'About PANTENE' section with the Pantene logo and text; and a 'Contents' section with a list of items.



# hank





2008111540 Cha Ji Hyun 2011112365 Hong Dara  
2011111857 Seo Joo Young 2012111341 Yun Jeong Hee  
2010110086 Ko A Ra



아름다움의 변화에 대해 진실한 희망  
(Real Hope)을 심어 드립니다.



# Contents

1. About Pantene
2. Market analysis
3. Pantene' SWOT
4. Pantene' 4P
5. Pantene STP
6. Marketing process
7. Pantene' problems  
& Future



PANTENOL

