



# Paramount Clean Edge Razor



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# Presentation Outline

- Problem identification
- Recommendations
- Target market
- Implementation
- Contingency



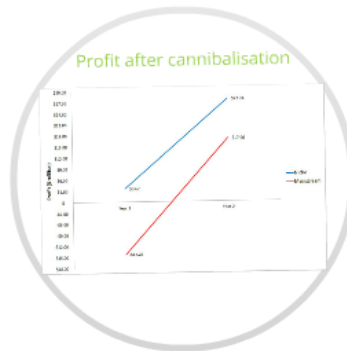
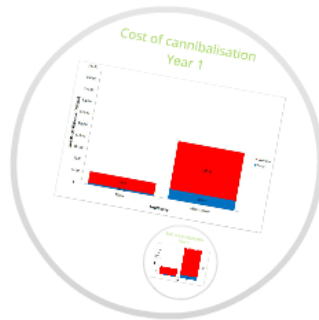
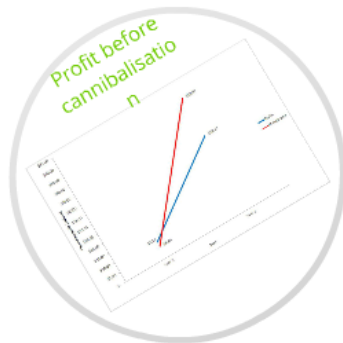


# Problem Identification

Paramount have invented a brand new, innovative razor, but are unsure how to position it in the market.

# Recommendations

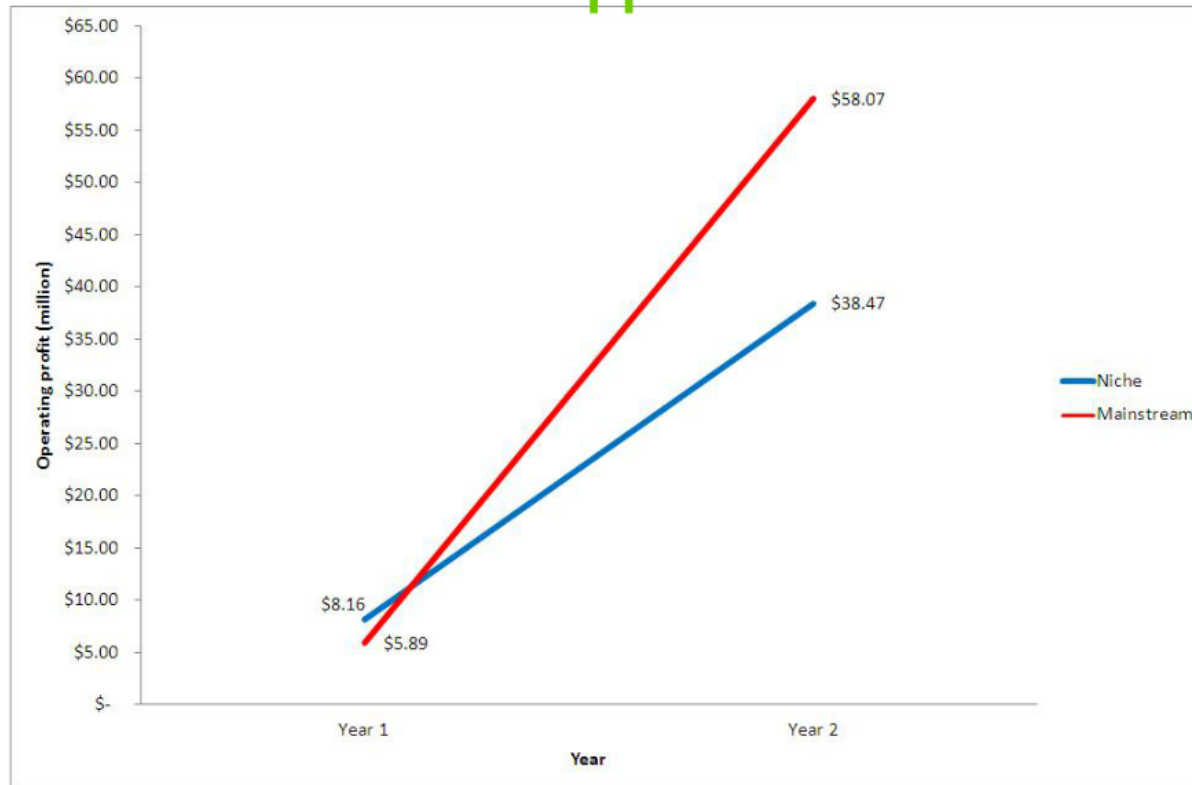
## Niche Position



- Marketing Objectives
- 7 million unit sales of the Clean Edge razor and 4 million unit sales for cartridges in 2011.
  - 7.5 million unit sales of the Clean Edge razor and 10 million unit sales for cartridges in 2012.
  - \$3.62 million net profit (after cannibalisation) in 2011.
  - \$27.74 million net profit (after cannibalisation) in 2012.

# Profit before cannibalisation

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