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RLEK: SURVIVAL WITH THE REAL BOTTOM LINE

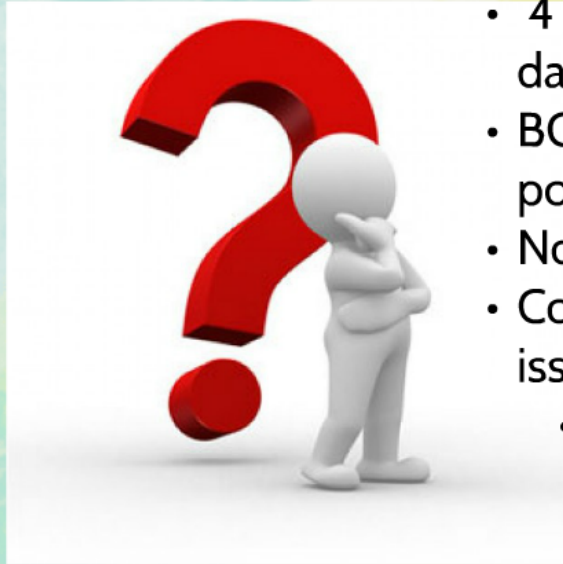


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RLEK: SURVIVAL WITH THE REAL BOTTOM LINE

Situation Analysis

- Key issues:



- 4 billion people making \$2 per day
- BOP makes up 3/4 of the population
- Not seen as a desirable market
- Consumer cash flow is a major issue
 - Weakened economic condition that cause an unstable government

- Key players:

- Government
- Companies/ businesses
- BOP consumers



SWOT

Strength

- Current successful strategies:
 - Motorola
 - Indian conglomerate (ITC)
 - Comex implementing finance plan



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Threats

- Shifting from rural to urban cities
- Not engaging in Installment opportunities
- Government policies/ disagreements



Weaknesses

- Poor will not accept technology
- Limited market analysis
- Customers couldn't afford products
- Sales and Distribution challenges
- Uncertain Cash flow



Opportunities

- Develop suitable products
- Competitive advantage
- Over ruling government instability





Problem Identification

- BOP has the inability to afford most products
- Low income leads to unreceptive technological advances
- Companies are unsure how to approach marketing to these consumers

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causes

- No relevant products
- doesn't provide needs and incentives
- Lacking government stability
- No promotion in rural areas
- Undesirable market assumption

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Alternative Solutions

- Reducing upfront payments (credit)
- Offering single packaged products
- Low cost and high quality products
- Developing a more accessible market channel



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Decision

Ethical business
is possible as
long as it
benefits the
BOP consumers

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Implementaion Strategy

- Create products relevant to needs and lifestlye of BOP
- Develop accessibility
 - providing jobs (sales people)
- Affordable price & good quality
- Gainging government support