

# Sealed Air Corporation: Deciding the Fate of VTID



TheCasesolutions.com



EMBA 227  
STRATEGIC MARKETING MANAGEMENT  
Professor Michael Obermire  
October 2013



Alessandro Bocchio  
Steve Homer  
Robert Meza  
David Sahakyan

**Air Tight Sec**

# AGENDA

- Company Background
- Problem/Decision Issue Statement
- Target Market Definition
- Solution and Implementation
- Appendices

## **COMPANY BACKGROUND**

- Founded in 1960
- Introduced Bubble Wrap
- Operate in 52 Countries
- 16,000 workers
- \$85,000 -> \$4 billion

# Sealed Air Stock Performance

Sealed Air Corporation (SEE) - NYSE

**28.56** ↓ 1.27 (4.26%) Sep 20, 4:03PM EDT | After Hours : **28.56** 0.00 (0.00%) Sep 20, 6:22PM EDT

Enter name(s) or symbol(s) [GET CHART](#) [COMPARE](#) [EVENTS ▼](#) [TECHNICAL INDICATORS ▼](#) [CHART SETTINGS ▼](#) [RESET](#)

