

Mattel's Strategy after its Recall of Products Made in China

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Life Is On



**Marketing Meets Web 2.0, Social
Media, and Creative Consumers:
Implications for International
Marketing Strategy**

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Industrial profile

- The electric power industry is a \$298-billion-plus industry which provides a great essential variety of products. This provides with the most important energy form known electricity.
- The electrical industry is also an employment intensive sector, providing direct employment to 5,00,000 people and a further indirect employment to about one million people

Company profile

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- The company started its business in the year 1836 when Schneider brothers took over Creusotfoundries and being an armaments specialist they and they launched itself into electricity market.
- The company entered India in the year 1963 joint venture between Merlin & Gerin with Tata Sons & Voltas and subsequently with TMC in the year 1984 and in the year 1995 Schneider Electric was 100% subsidiary

Companies Acquired by Schneider Electric

- Luminous (the fast developing Indian inverter and secured power market)
- Digilink, a leading structured cabling systems provider in India
- Promoter shares of APW President by Schneider Electric
- Uniflair
- ArevaT&D
- Zicom's electronic security systems integration business
- Conzerv (leader in Metering & Energy audits)
- Meher Capacitors (leader in Power Factor Correction)



Methodology:

Type of research:

Conceptual study:

It is an understanding of something that is necessary to attain before using or applying and helps understand the subject of research prior to bringing the research into action.

Sampling Unit: Top 3 competitors in four business units of Schneider Electric

Sampling Technique: Judgmental Sample

The top 3 companies are being considered as a competitor in Schneider Electric business unit as it is found that the competitors have a similar product variation and have been continuous competitors for Schneider electric in the entire business unit. The company's market share also helped me decide on the competitors and with the latest trend in the business the competitors have been recognized.

Schneider Electric Business Unit

- **Buildings & Partner business**
- **Industries and Process Automation**
- **IT Business**
- **Solar and Energy business**

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Need for the study

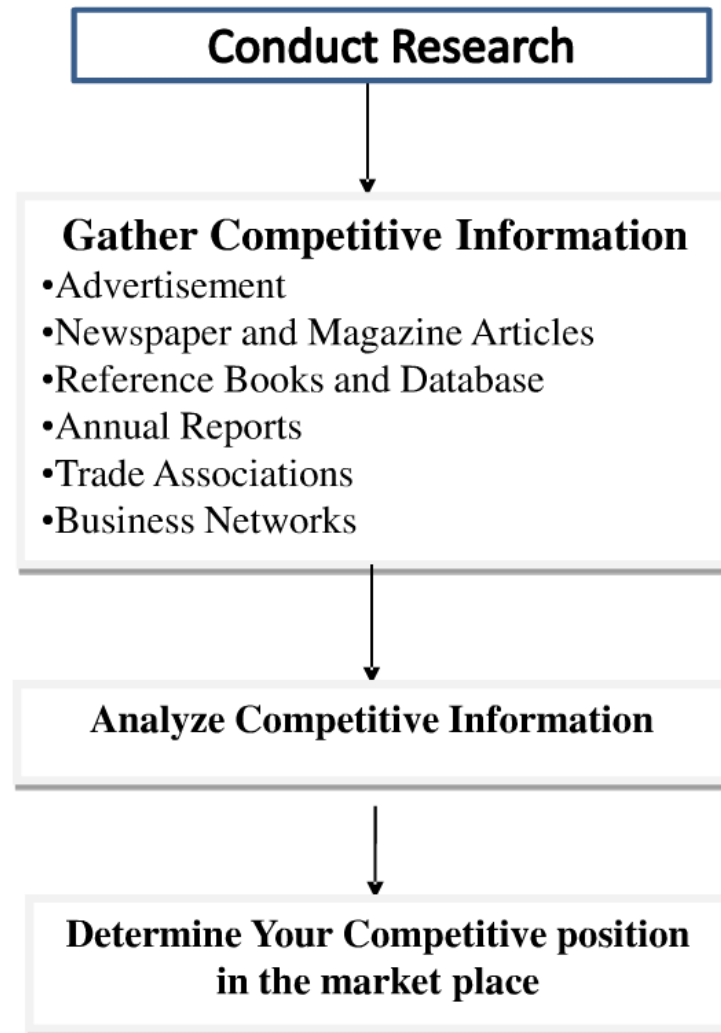
- To understand what is the range of products the competitors have to offer.
- Style of marketing the competitor follow.
- The competitors position in the market.
- Major customer motivators for the organization.
- In developing strategies in organization growth.
- To understand the future competitors strategies

Objective of Study

- The top three competitors of companies four business units.
- To find out the range of products of competitors in all the four business units.
- If competitors are aiming at same target market.
- If the competitors are profitable in the market.

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Steps considered in competitive analysis



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