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MARKETING PLAN Strategy

Competitors Collaborators

- No real competitors
- Security Contractors
- Large Hardware Suppliers (Cisco, Oracle, Sony, etc.)

Sealed Air Corporation: Deciding the Fate of VTID

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Sealed Air Corporation: Deciding the Fate of VTID



EMBA 227
STRATEGIC MARKETING MANAGEMENT
Professor Michael Obermire
October 2013

Thecasesolutions.com

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AGENDA

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

COMPANY BACKGROUND

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- Founded in 1960
- Introduced Bubble Wrap
- Operate in 52 Counties
- 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

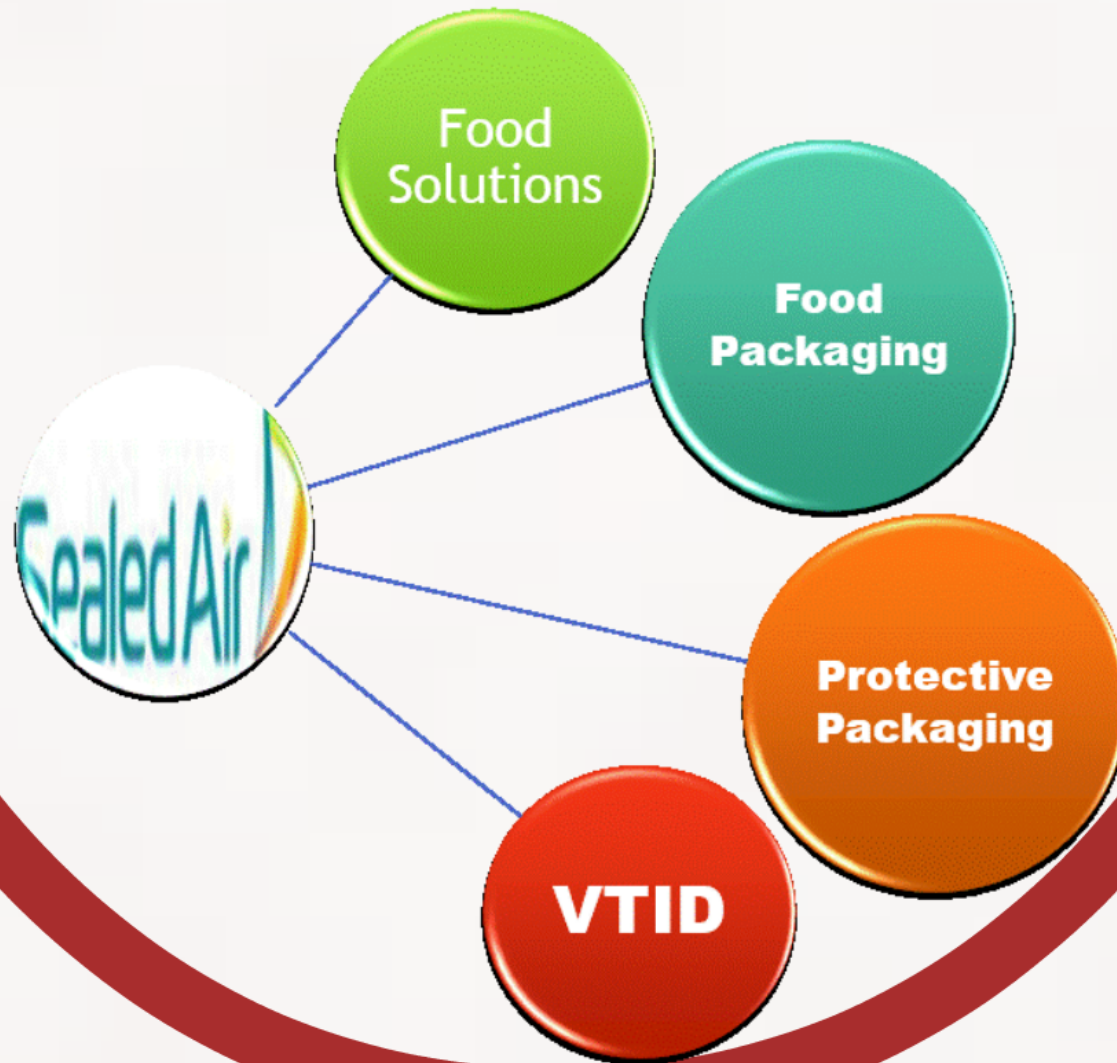
Jan 1988: SEE 1.1719



Volume: 720,000

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PROBLEM DECISION ISSUE STATEMENT

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- Video Tracking Identification (VTID)
- Launch in 2003
- Goal of preventing food contamination
... then worker safety, fast-food industry, etc.
- What is the next step?

[Product]

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4Ps ANALYSIS

VTID

[Place]

[Price]

[Promotion]