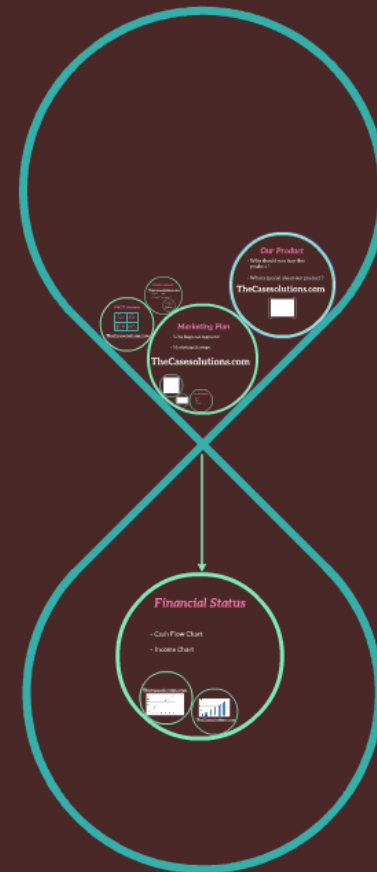
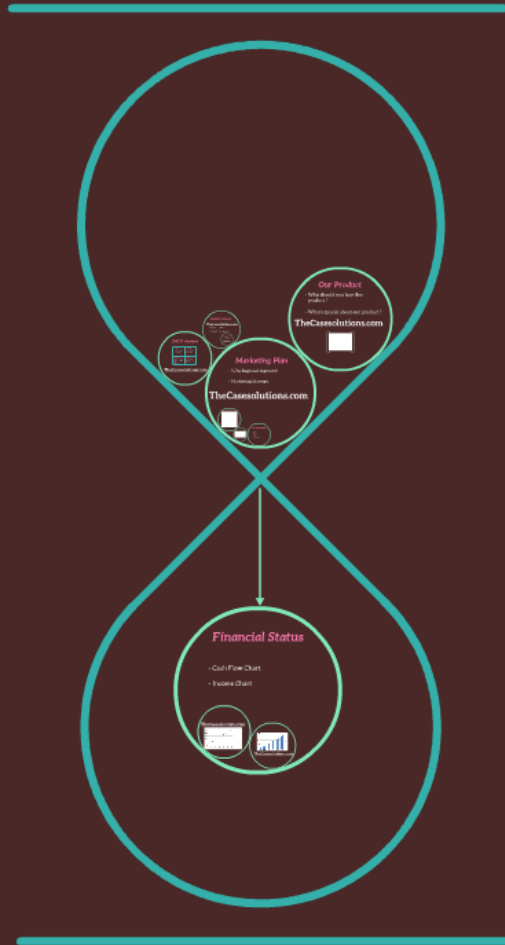


Plumrose Latinoamericana: Relaunching Deviled Ham In Venezuela (B)



TheCasesolutions.com

Plumrose Latinoamericana: Relaunching Deviled Ham In Venezuela (B)



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Executive Summery

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- Company Description
- Why Rose Perfume Company?

Mission & Vision

Vision:

Our vision is to become the fragrance company of choice to cover all the needs of customers in all parts of Gulf countries of different floral scents especially the Damask roses. Also aims to maintain the best quality, amazing scents of pure fragrances without alcohol while maintaining competitive prices.

Mission:

We aim to produce the best perfumes and fragrances to satisfy the diverse tastes of our customers all over the Gulf countries through the production of perfumes clean, pure and attractive with best quality and best price.

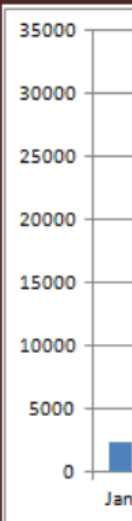
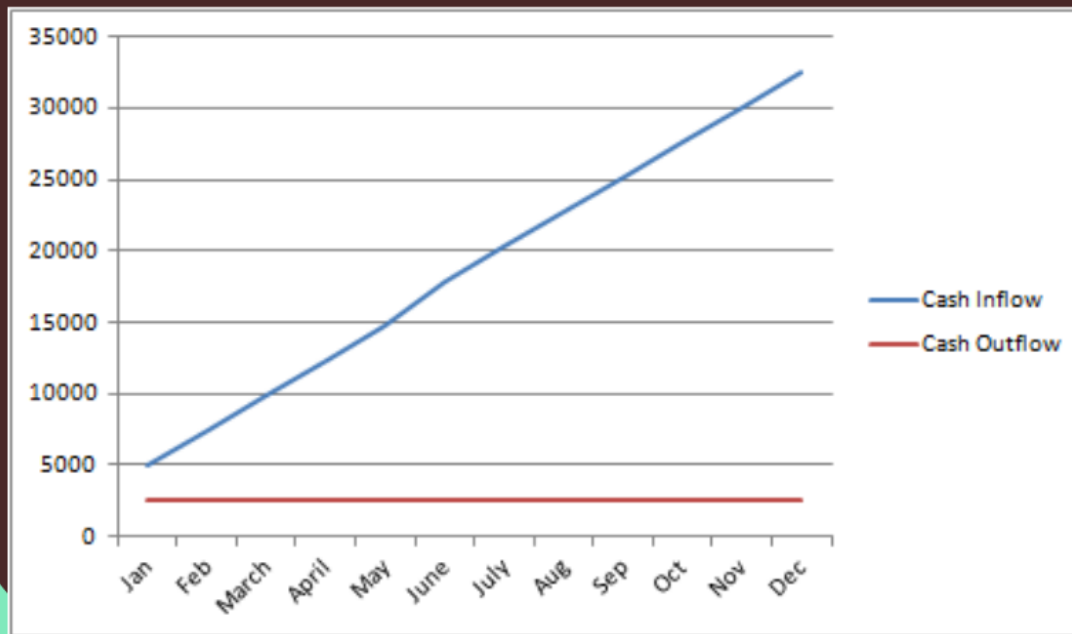


Goals & Objectives

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- To reach 10% increase in the market share of the fragrance range.
- To make ROSE PERFUMES the favored floral perfumes in Gulf countries with the special and amazing scent of Damask rose perfume by 2017.
- To make ROSE PERFUMES the favored perfumes for medically compromised patients and children without alcohol with amazing scents fragrance by 2017.

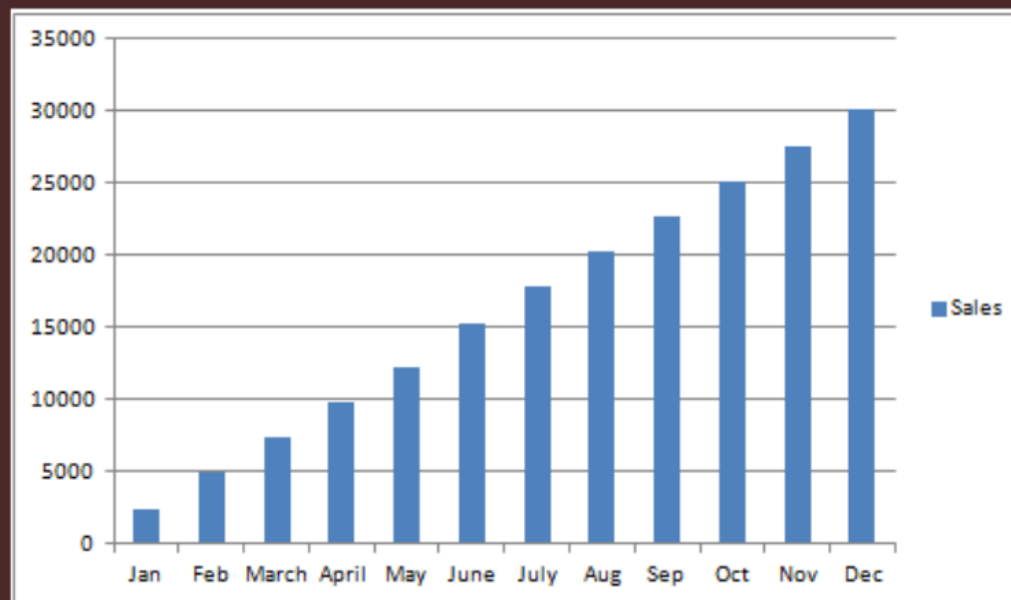
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SWOT Analysis

Strengths -Good/medical based quality. -Good advertising strategy. -Good qualified manpower. -Fast delivery	Weaknesses -Presence in limited locations. -Low recognition amongst men. -Replication create a problem to identify our products
Opportunities -We should focus in developing the locations. -Investing our products in male markets and concentrate on teenagers. - Advertising our perfumes in health places	Threats -Through existing competition. -Sales lost on its leading customer group. -Increasing number of new perfume company which may replicate same scents.

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Our Product

- Why should you buy this product ?
- What's special about our product ?

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Analysis

Weaknesses

- Presence in limited locations
- Low recognition amongst men
- Replication create a problem to identify our products

Threats

- Through existing competition
- Sales lost on its leading customer group
- Increasing number of new perfume company which may replicate same scenario

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Marketing Plan

- Why Regional Segment?
- Marketing Startegy.

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Marketing Strategy

- Product
- Price
- Place
- Promotion