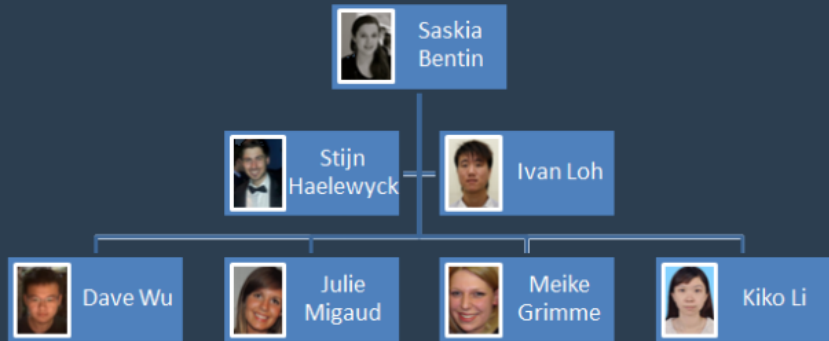




Super Shampoo Products and the Indian Mass Market

Organizational Chart

Thecasesolutions.com



A grid of 20 thumbnail images representing various slides from a presentation. Each thumbnail includes a title and a small visual element. The titles include:

- Title of Contents
- Product
- Position
- Market
- Price
- Place
- People
- Process
- Power
- People
- Process
- Place
- People
- Process
- Place
- People
- Process
- Place
- People

Info and Assumptions

- Market is well-served
- Costs
- Headed by Stijn

Assumptions

- Market is well-served
- Market is well-served
- Market is well-served
- Market is well-served

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Organizational Chart

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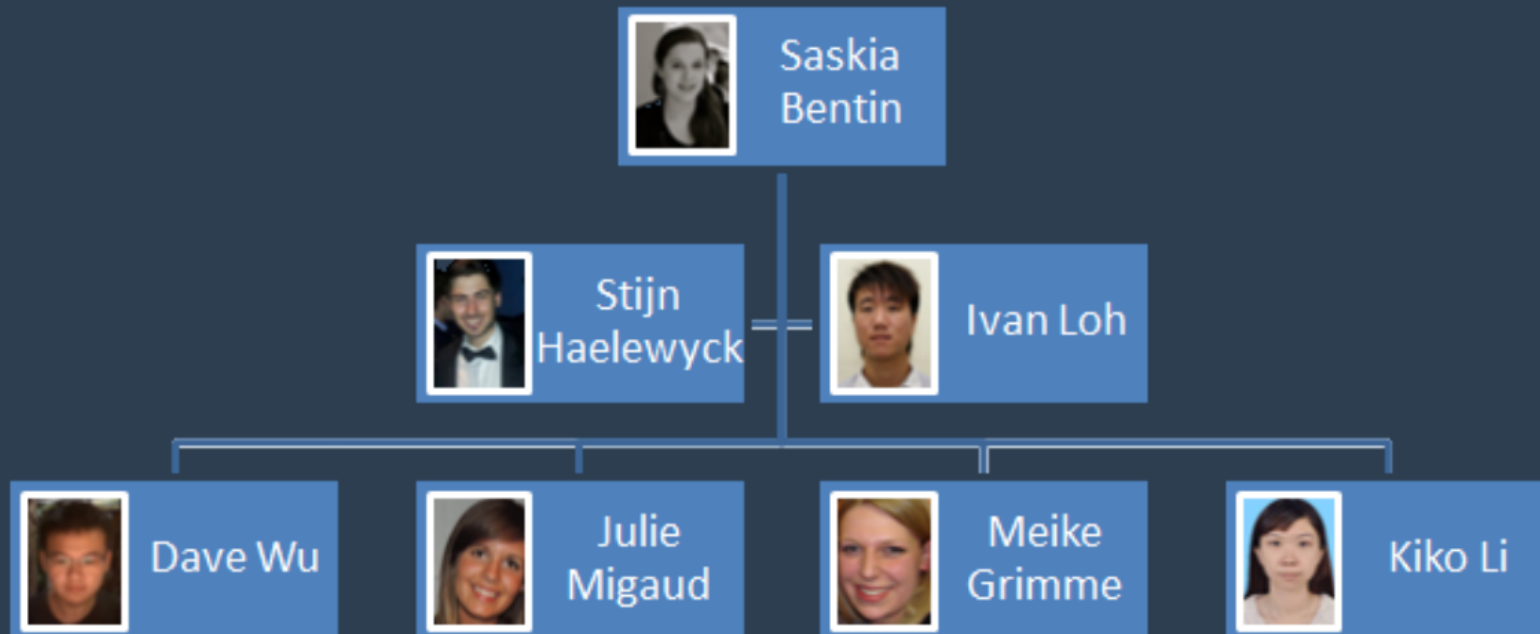


Table of Contents

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- Market
- Product
- Price & Place
- Promotion
- Conclusion

- Customers Buy Super Shampoo
- Recommend to Their Friends or Neighbors
- Become a Member
- Get Extra Discount

Market

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- Rural Indian Market is Booming
- Survey: One Area, but...
- Sachets
- Target Rural Households: Six People
- Mother = Influencer
- Father = Income Provider

Market

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- 91% Bottom of Pyramid

→ Price Decision

- 7% Once Every Two Weeks

- 91% Once or Twice a Week

- 13 ml vs. 330 ml

→ Benefits Awareness

Market

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- 67% Use Shikakai Plant
- Healthy Characteristics
- Implement in Shampoo
- 24% Use Other Brands
- SO: CONVINCING and CONVERT
- Nature & Customers ask Low-chemical Shampoo!

Market

Three Competitors:

- Clinic+
- H&S
- Chik

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CHIK: Cheap and for the Confident Indian Woman

Product

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- Natural
- Hygiene
- Foamy