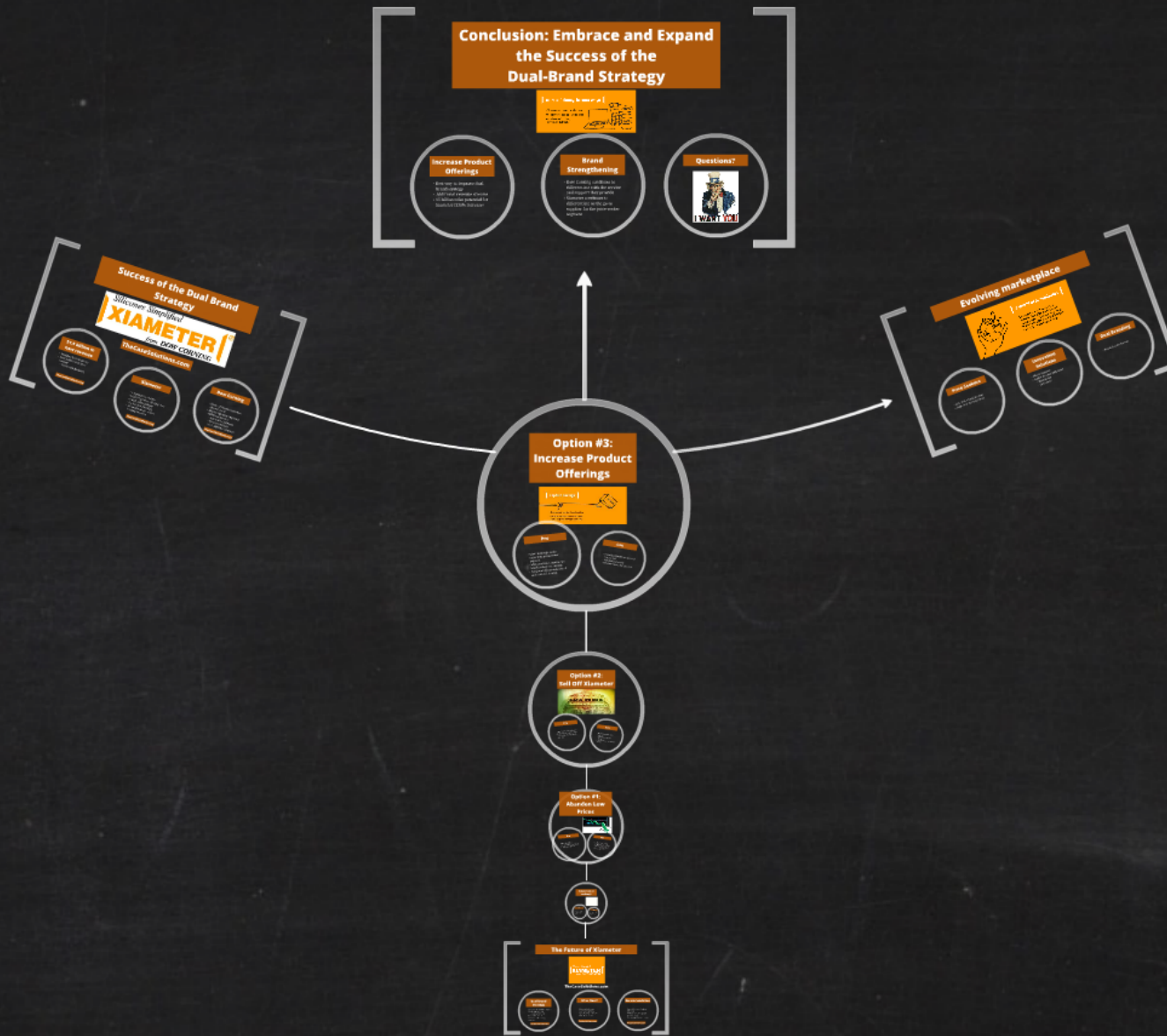


**Strategy Recommendation**

**TheCaseSolutions.com**



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# The Future of Xiameter



**TheCaseSolutions.com**

## Dual Brand Strategy

- Sales Growth of 60% in 4 years
- Market segmentation
  - Customer Demand
- Economies of Scale
- Access to Dow Corning resources

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## What Next?

- Continue Status Quo
- Abandon Low Prices
- Spin off/Sell off Xiameter
- Offer More Products

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## Recommendation

- Expand Xiameter Product Offerings
- Embrace and develop dual brand strategy
- Create new revenue streams

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# Success of the Dual Brand Strategy



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### \$1.5 billion in new revenue

- \$1 billion from Xiameter
- \$500 million from Dow Corning
- Previously declining

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### Xiameter

- Targets Price seekers
- Limited product offering ~350
- Quick online pricing
- No services bundling
- Takes advantage of Dow Corning resource

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### Dow Corning

- Range of Premium product offered -7,500
- Market segments requiring additional services
  - Innovative Solutions
  - Proven Solutions
  - Cost Effective Solutions

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