

Himalaya Soap's Harvard Case Solution & Analysis

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After extensive research, Serpina[®], the world's first anti-hypertensive drug, was launched in 1934.



In our opinion, Himalaya Herbs, despite being a known brand in Singapore, less and less consumers are aware about their branch of products due to intense competition with other brands.

So... why did we choose this brand?

Other brands have better strategies than Himalaya Herbs, thus is able to have more sales.

Himalaya once then offers a wide range of pharmaceuticals, personal care, consumer and general health products.



What's next?

This we decided to analyze this product and general strategies that were used and to also compare it.

Product A
Product B
Product C

After extensive research, we decided to compare the product to the other brands that were used.

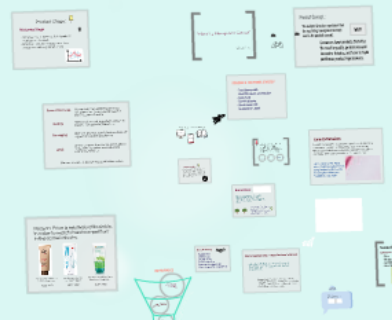
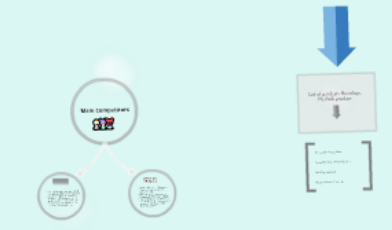
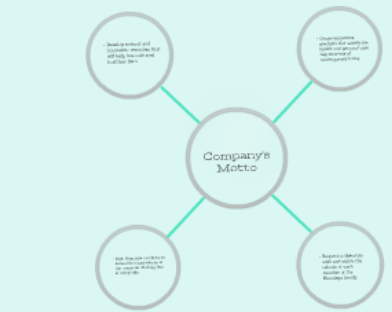
Highly rated Himalaya when compared to 40 top brands for the brand in the category of skin care products in Singapore.



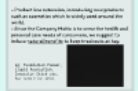
Quality Positioning
Focus on an eco-friendly green life to promote the brand of quality - positioning strategy/campaign to catch up that the category does not have their products or brands.
No. Using 100% recycled paper and plastic for containers, and giving a part of their sales to donate a greenhouse.

Benefit Positioning
Safe & effective way for those with sensitive skin.
Appeal to consumers such as foreigners, which are more likely to suffer from acne-prone skin.
There were those just fighting against bacteria and prevent acne, at the same time moisturize the skin.

Problem and Solution Positioning
Design "emergency kit" for consumers that want to solve their skin problems in a snap to prevent that the company has the power to reduce customers of the skin problems.



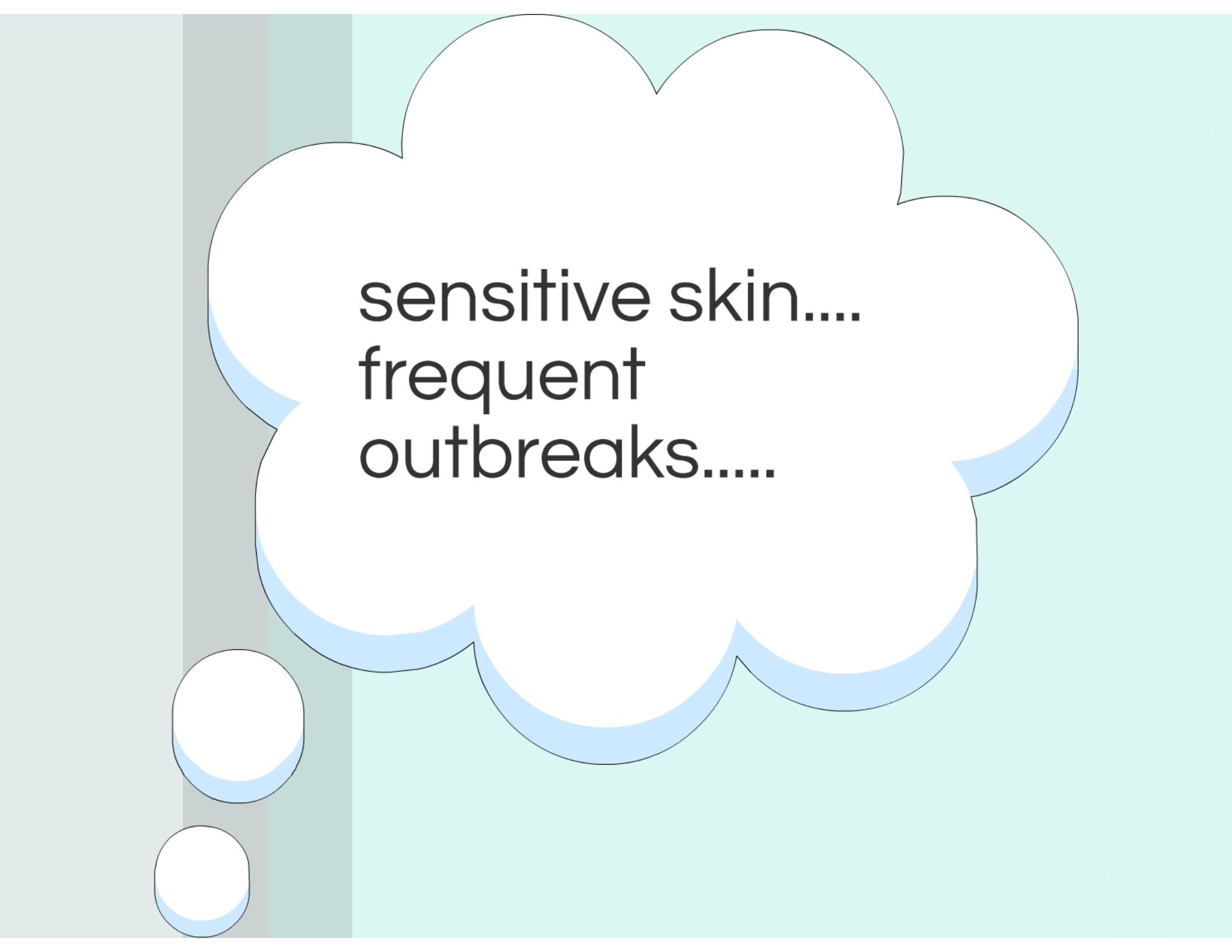
Public Relations
Provide regular updates for influencers in interactive social media campaigns such as the eco-friendly packaging design ideas and convert to sales campaigns.



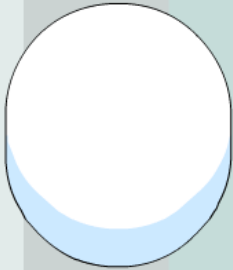
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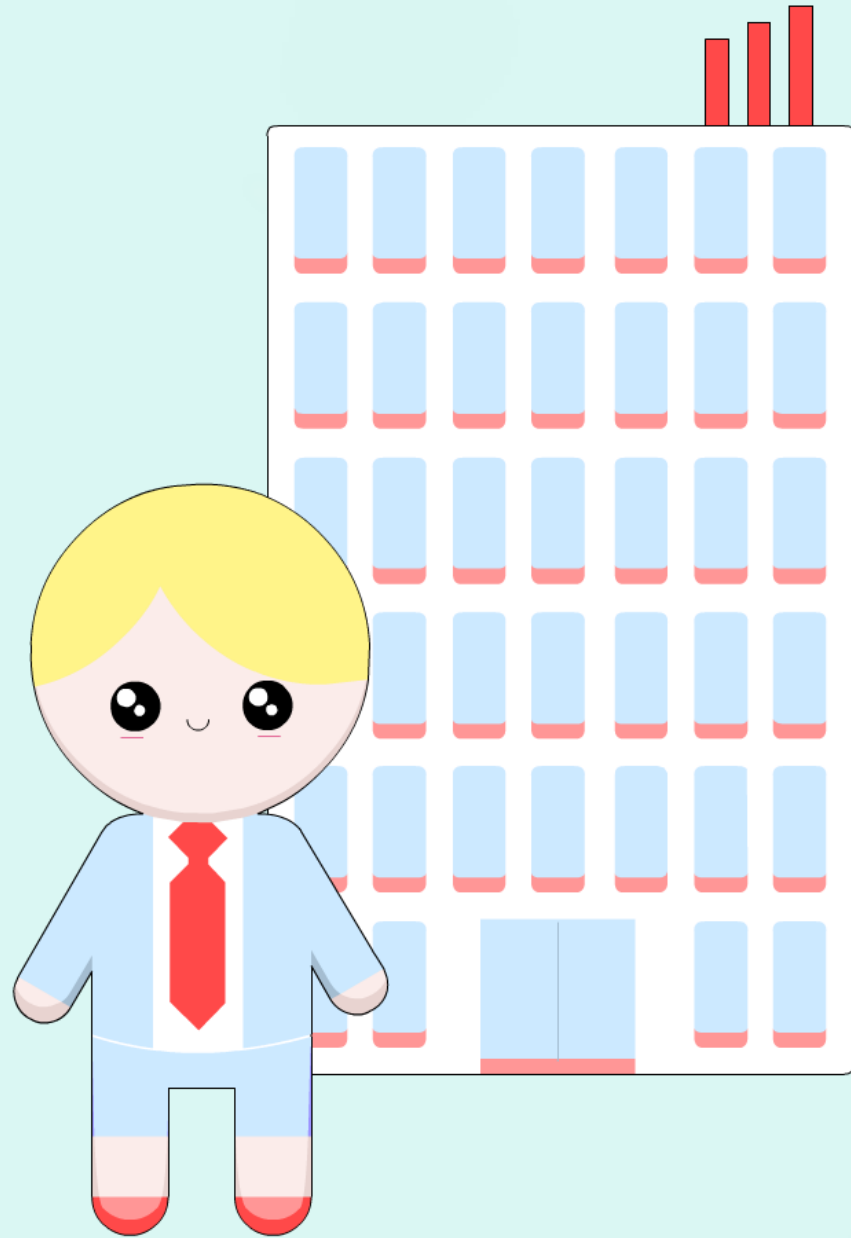
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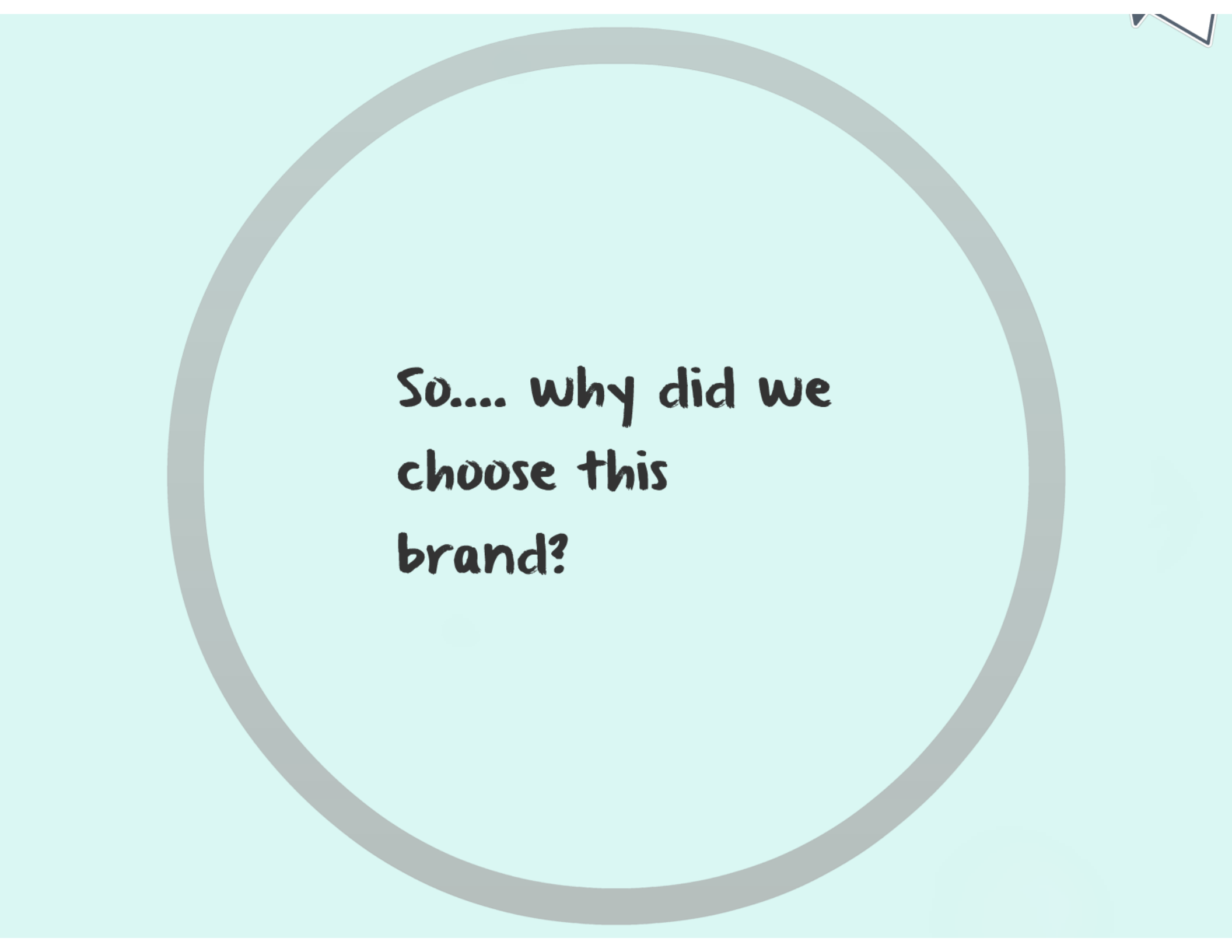


sensitive skin....
frequent
outbreaks.....





After numerous trips to the doctors',
one of them recommended him to
try out the Himalaya Herbals Neem
Face Wash.....



So.... why did we
choose this
brand?

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LIFESTYLE

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Its raw materials are plants and it bases its products on texts dating back millennia, but don't dare call India's biggest herbal healthcare group a maker of "alternative medicine".

Posted 31 Mar 2013 13:34

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- Internet Ads

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