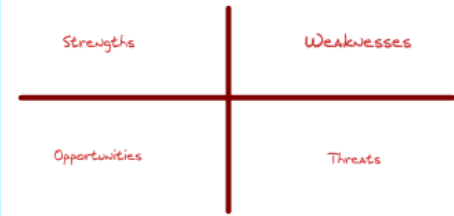


PLAN OF LAUNCH

- PRODUCT
- PROMOTION
- PLACE
- PRICE



Positioning the Product : SWOT



GOING SOCIAL: DUREX IN CHINA Harvard Case Solution & Analysis

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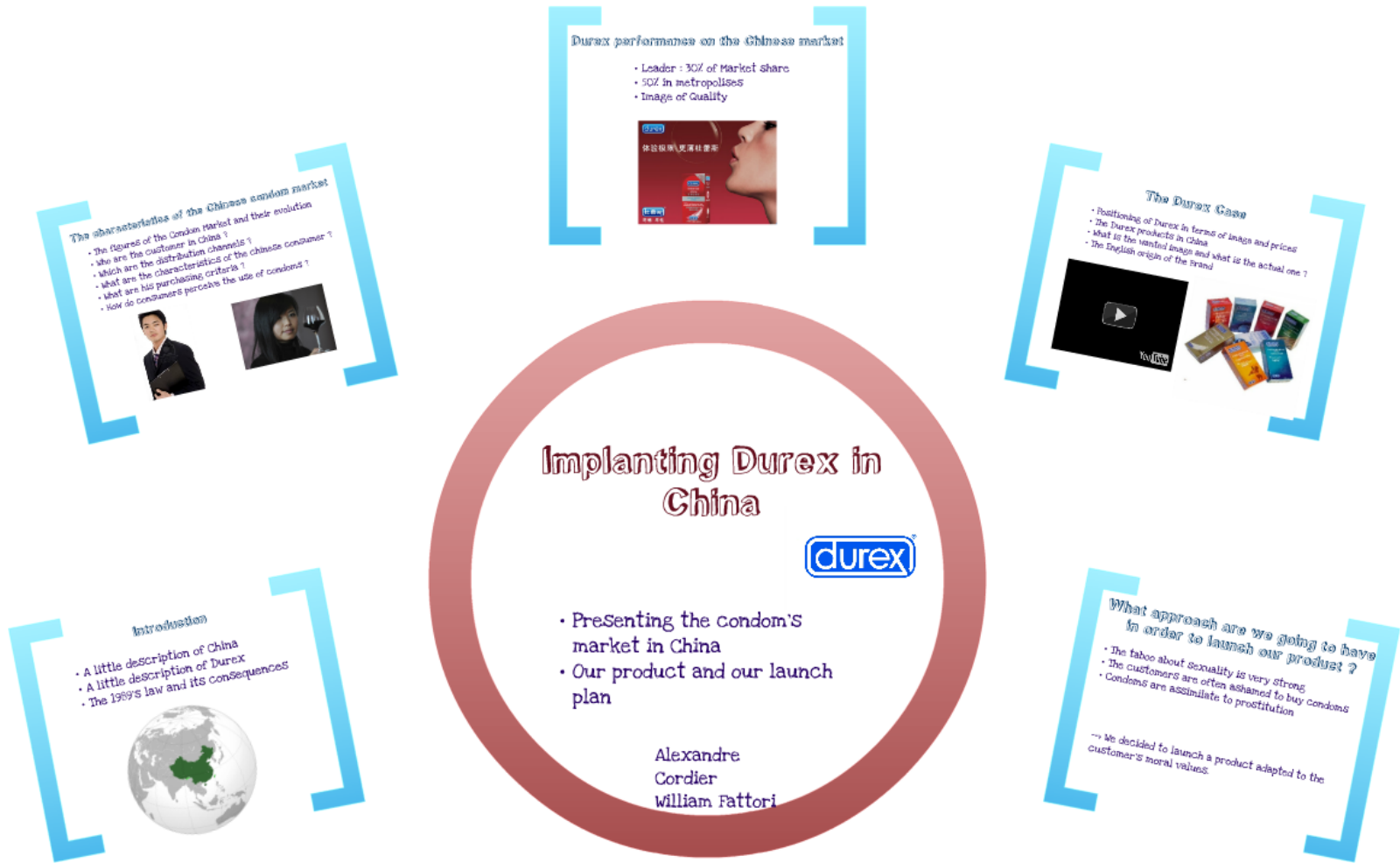
Future Perspectives

- Give Durex a positive image
- Partnerships and Sponsoring in the future
- Referencing and implanting in small cities



Positioning the product : Matrix of Porter





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Implanting Durex in China



- Presenting the condom's market in China
- Our product and our launch plan

Alexandre
Cordier
William Fattori

Introduction

- A little deScription of China
- A little deScription of Durex
- The 1989's law and its conSequencesS



The characteristics of the Chinese condom market

- The figures of the Condom Market and their evolution
- Who are the customer in China ?
- Which are the distribution channels ?
- What are the characteristics of the chinese consumer ?
- What are his purchasing criteria ?
- How do consumers perceive the use of condoms ?



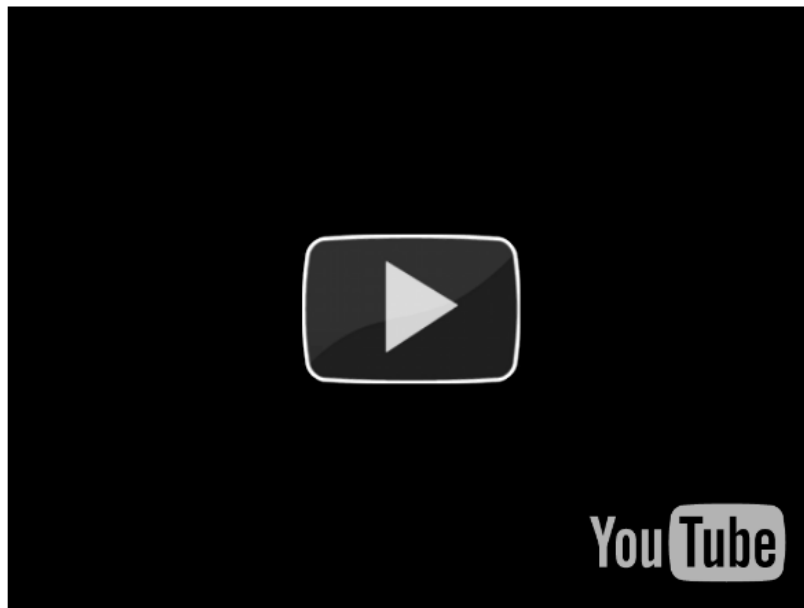
Durex performance on the Chinese market

- Leader : 30% of Market Share
- 50% in metropolises
- Image of Quality



The Durex Case

- Positioning of Durex in terms of image and prices
- The Durex products in China
- What is the wanted image and what is the actual one ?
- The English origin of the Brand



What approach are we going to have in order to launch our product ?

- The taboo about sexuality is very strong
- The customers are often ashamed to buy condoms
- Condoms are assimilate to prostitution

--> We decided to launch a product adapted to the customer's moral values.