

# LOCTITE

**LOCTITE**  
ENGAGE COMPETITION  
RMIT International Business School  
Action Project - Persuade  
TEAM 3  
AUGUST 11, 2016

**Team 3**

- James Lusk
- Michael Wang
- Michael Wang
- Michael Wang
- Michael Wang

- 1. Collaboration of Assets
- 2. Increase of Efficiency of Production
- 3. Increase of Production
- 4. Increase of Production
- 5. Increase of Production
- 6. Increase of Production
- 7. Increase of Production

**Company**

LOCTITE

**SWOT**

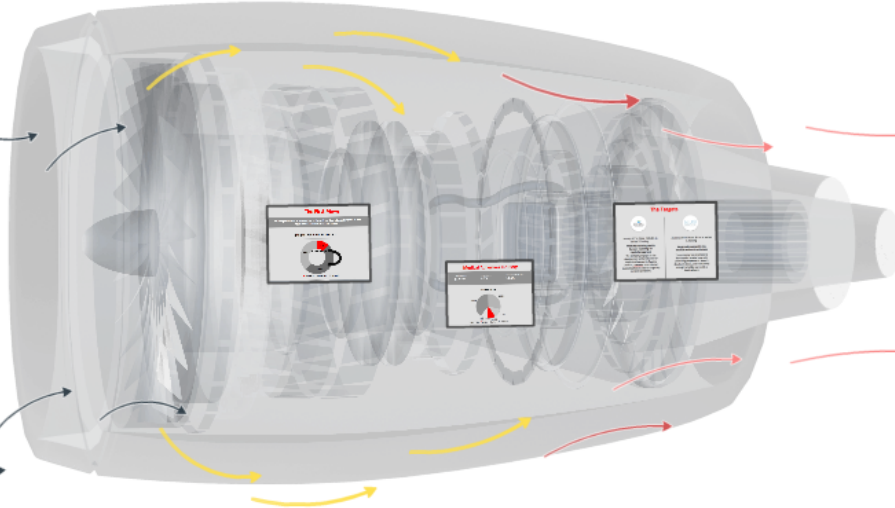
Strengths Weaknesses

Opportunities Threats

**Partners**

**LOCTITE**

- Product Solutions
- Business Solutions
- Industrial Manufacturing & Repair
- Medical Solutions
- Automotive
- Consumer Goods
- Energy
- Power Generation
- Agriculture
- Aviation
- Healthcare



**Disclaimer**

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# LOCTITE

**LOCTITE**  
ENGAGE COMPETITION  
Hult International Business School  
Action Project - Persuasion  
Team 2  
August 14, 2014

**Team 3**

 Anis, Samir  
 Ibrahim, Samir  
 Al-Bakri, Mervan  
 Al-Bakri, Mervan

1000+ Companies of the World  
100+ Types of Engineering Applications & Industries  
The most used fastener  
Customer Support  
1000+ Branches in 100+ Countries  
\* Register yourself at [www.loctite.com](http://www.loctite.com)

**Competition**




**SWOT**

**Strengths**  
 - High Quality  
 - Wide Product Range  
 - Strong R&D  
 - Global Presence  
**Weaknesses**  
 - High Price  
 - Limited Customization  
**Opportunities**  
 - Emerging Markets  
 - New Applications  
**Threats**  
 - Competition  
 - Economic Downturn

**Partners**







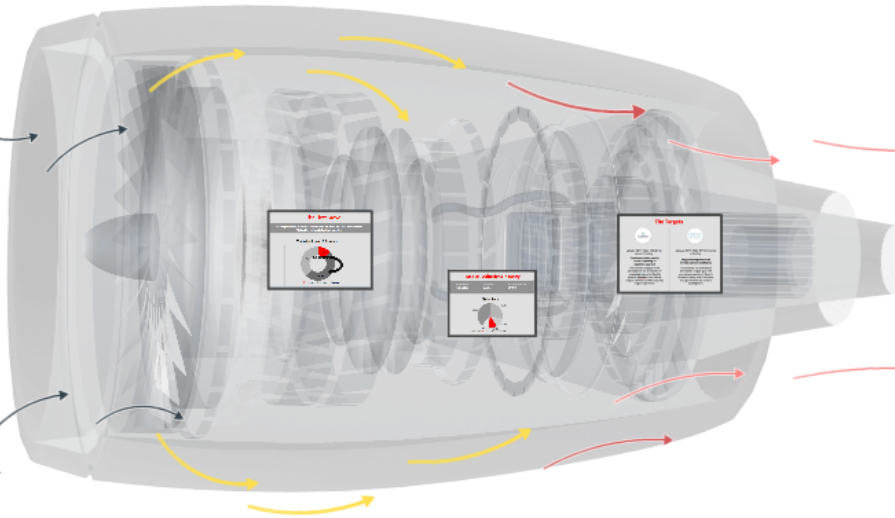







**LOCTITE**

Automotive Industry      Industrial Assembly  
 Aerospace      Agriculture & Forestry      Oil & Mining  
 Agriculture & Forestry      Construction & Mining      Manufacturing  
 Building, Construction & Renovation      Medical Devices & Instruments  
 Consumer Goods      Marine Yacht  
 Energy      Oil & Gas  
 Electrical & Electronics      Paper Packaging  
 Energy & Power      Textiles & Apparel  
 Food & Beverage      Tools, Hardware & Equipment  
 Fasteners      Sports, Leisure & Recreation  
 Fastener Packaging      Sports, Leisure & Recreation



THANK YOU

Feedback

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# **LOCTITE**

## ENGAGE COMPETITION

Hult International Business School

Action Project - Permatex

Team 3

August 31, 2014

# Team 3



**Anna-Lara Holtz**  
Germany  
BSc Psychology



**Fatma Turan**  
Turkey  
Marketing and Innovation



**Nino Memanishvili**  
Georgia  
Business Administration



**Carlotta Greko**  
Italy  
BSc Political Science



**Manuel Sevilla**  
Venezuela  
BSc Mathematics



- Subdivision of Henkel
- #1 brand of engineering adhesives & sealants
- In more than 80 markets
- Revenue \$11.035 B
- RD&E Investment: \$130 M (5 years)
- Biggest manufacturing plant in China

# SWOT

## Strengths

- Number one leader in adhesives and sealants
- Excellent R&D facilities and researches
- Wide range of popular products
- Partner with OEM (Porsche,GM,Ford)
- Strong brand loyal customer base
- extensive sales and distribution network across 125 countries

## Opportunities

- Focus on green and sustainable technology can increase the good image of the company and a socially responsible dimension.
- It can leverage its superior technology to foray into diverse businesses
- There is a significant expected growth for sealants and adhesives performance

## Weaknesses

- Difficulty in switching the image of the company from a glue company to a high-tech company
- It is difficult for Loctite to win price wars with local competitors because of the higher quality of its products.

## Threats

- Prospective customers often look as adhesives or fastening as the least important components of their products
- Considering a move towards digitized engines, some components such as glues and adhesives might simply disappear.

# Competitors



- Swiss Company
- Annual revenues (2013) \$ 5.65 B
- Employees 16,000
- 84 Subsidiaries around the world
- 2018 Targets:
  - Annual sales growth of 6%-8%
  - Emerging markets with 43%-45%



- German company
- Annual revenue \$ 0.5 B
- Employees 2,300
- In more than 50 Countries (in Europe)
- International Growth

# The First Move

Leverage Loctite's assets and expertise to incur in a adjacent market in the Medical Adhesives & Sealants industry.

## Medical Adhesives & Sealants

