

Gillette Company

Introduction

Gillette a company that deals in shaving as well as personal care product has sold its brands in the market for many years. However, increased competition led the company to face some significant sets of problems in trying to sustain its hegemony, spur innovation, and hold onto its market share.

Market Positioning

Gillette's brand image can be said to be tradition and consistency with the image related to quality, durability as well as innovation. It is credited with launching the iconic trimmer and then the sharpened blade; market trends have not overwhelmed Gillette but shaped it.

Product Development

One of the main factors that have sustained this company is its ability to introduce new products in the market. In research and development, that the company brought forward a few revolutionary products like the Mach3 and Fusion razors.

Conclusion

The Gillette Company case showed how innovation should be present in the product, the significance of branding, competitiveness and flexibility in marketing. Through the special measures that have been recommended by the expert from the fighting-cases at the casesolutions.com, Gillette should remain highly competitive and continue to grow in the grooming market.

Recommendation

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