

# Kingsford Charcoal

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# introduction



Presented by thecasesolutions. On com, the Kingsford Charcoal pages are primarily concerned with evaluating the company's outcomes and solving the problems associated with slumping and competitors. The case centres on marketing management decisions that would be needed to reignite growth for the legendary brand.



# Background of Kingsford Charcoal

Kingsford Charcoal can be associated with the Clorox Company and can confidently be considered the leading company in the field of charcoal production and supplying of high-quality grilling products.

However, these good fortunes change for the company in 2000, when I found that Nevs信可達 had stagnated, poor growth as follows: More people were using gas grills and it was shifting to recipes that can be prepared faster and more conveniently outdoors.







# Strategic Marketing Solutions

For these problems, the following issues of the case solution from the casesolutions. Therefore for successful marketing, com advises for an integrated marketing strategy. The strategy should include the following elements: The strategy should include the following elements:



# Conclusion

The Kingsford Charcoal case solution also emphasizes the possibility to build on brand assets while making changes according to market conditions. In other words, if Kingsford focuses on its selective advertising efforts, increase the length of its selling seasons with barbecues, and improve distribution it will be able to reclaim its market position.





# RESOURCE



This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.