

Gillette case

[Business](#), [Marketing](#)



GILLETTE CASE 1) Evaluate product innovation at Gillette throughout its history. Has Gillette been a victim of its own success? Has product innovation in the wet-shaving market come to an end? Explain. When we look at Gillette's product innovation throughout its history, Gillette continued developing, innovating it self. Yes the product innovation in the wet-shaving market come to an end and now it is in decline part of the cycle but Gillette razors are still selling because shaving with razors has become the habit of consumers throughout the years and it is the cheapest way.

Gillette also came up with personal care products. As the rivalry gets hot, Gillette comes up with new innovations, which are better than the competitors every time. 2) What do you make of the battle between Gillette and Schick? Is the battle one upmanship good for either company? The battle between Gillette and Schick is very good for the consumer. This rivalry is upmanship good for both of the companies in a way.

Because everytime that one of the brands come up with a new product, the other brand decides to produce a better version of it. So the innovations always stay fresh and the consumers benefit from this battle. 3) What actions would you recommend over the next five years that would help Gillette maintain its worldwide dominance in the shaving market? What specific marketing program decisions would you recommend? Should Gillette be worried about Schick? Explain. I would recommend Gillette to focus more on the products for females.

Gillette already gained a great success for men products, now the company can produce more women products such as personal care products and woman razors. Gillette should continue supporting sportive activities

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because sports are always global cases, by continuing this strategy Gillette can stay global. Gillette should not be worried about Schick but should always be on track so that every time Schick comes with a new product or advertisement, Gillette can do a better one.