

Light well case study

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In an industry, where most brands are “pushed” by the retailers, this is a major cause for concern. The major decision issues before Lighter Executives at this stage are: a) Whether to go for a cheaper brand, which can compete against Black Bird. But this step can be counter productive as it may go against the brand reputation of Lightweight of providing superior quality matches.

Whether to provide better terms to the retailers, so that the retailers push their products to the customers. Q. What are the main features of the matches market as indicated by the market research study?

One competitive advantage of Lightweight match was its quality, which has major advantage during winter and so is the most favored brand at those times by customers. Also, the study says that while majority of consumers felt that all matchboxes were of salary quality, about one-third of the consumers felt that Lightweight brands were sold in good quality match boxes. The main players in the market were - Four Aces, Cheetah, Snowman, Black Bird wherein the first 3 are the brands of Lightweight Co well known in North India, while the last one is of a Harlan based small manufacturer.

These brands also topped in Brand awareness according to the user represents- Four Aces(30%), Cheetah(13%), Snowman(11%), Black Bird(17%). Consumers preferred to use the lowest priced brand of matches. Most of the consumers perceived that the brands of Lighter company were costlier compared to other brands such as Black Bird. This high price reception of Lightweight brands has been an unfavorable factor especially in the existing

market conditions. Retailers stock more of Lightweight brand though they unknowingly increase the sales of Moonlighted brand.

Brand 4 Aces Black Bird Cheetah Snow wax White Bird Kettle Michel Other brands Reported Stocking 28% Q want marketing strategy pitons are available to Elegantly? want snouts It ah Ana Why? Marketing strategy options available to Lightweight: 0 0 Position itself as a superior brand and use the existing image advantage to increase the sales by converting their gig brand consciousness into brand loyalty Position itself to serve the various classes (households, temple going people, smokers etc), and provide good quality at relatively cheaper rates.

One-fifth of the respondents thought that some brands had more matchsticks than others and Lightweight is perceived to contain more matchsticks than others. Lightweight could therefore decrease the quantity on matches in a pack and thereby decrease the price per pack. This could tip the scale towards Lightweight in terms of sale. 0 Retailers are still under the perception that Lightweight brand are market leaders and unaware that they are doing increasing business in non-Lightweight brands.

Hence, Lightweight should collaborate more or focus more on improving terms, margins, etc with retailers to improve their sales: convince the retailers to push their brands instead.

0 0 They can go for compliments with the matchboxes and this could increase the sales as it is people tendency to move towards compliments irrespective of their price Lightweight can consider for a deal with Retailers

regarding the incentives paid for an stipulated amount of sales. Q: What variations do we see in customer choice and product usage?

Does the primary motivational condition help us understand the variation?

As evident from the case, the primary motivational condition for the buyers is the price factor. The consumers were becoming more and more price sensitive and were by and large indifferent to the brand, except from the wet season when the consumers asked for a good quality brand. The variations can be seen in exhibit 5. Q: what is a choice heuristic? Is there any evidence of one being used? Q: what is the central threat to continued use of a brand?