

Vizir case analysis

Business



1. What tools from which of your es should be used to identify and analyze the key issue(s) of the case. Describe how those tools are appropriately used and why they're appropriate. Do not tell the reader what to do but describe how to perform the tools needed and why performing it will aid in diagnosis/management.) IN THIS SECTION, YOU HAVE TO INCORPORATE ALL MANAGEMENT TOOLS THAT RELATED TO THE CASE.

For the case of Vizir, it appears that brainstorming is being used in relation to the case. For instance, Proctor and Gamble is deciding whether or not they should bring a new liquid laundry detergent into Europe called Vizir. By brainstorming, they are attempting to see if they can be successful with their Eurobrand notion. Proctor and Gamble is aware that Vizir is only recognized as a somewhat mediocre product, so the question of whether it might be profitable in Europe remains. However, if managed and advertised well, Vizir does show some promise of success.

2. Having used the tools described above, identify the key issues that the company should focus on - relate it to the reading in the Grant text for that week. Tell the reader why those are the root issues and not just symptoms of something deeper.

The key issues that the company will need to focus on are the items necessary for success in Europe. This includes marketing strategies as well as overall management skills. Advertising will be key, as it always is, to bring the new product to light across Europe. Effective advertising should be able to introduce Vizir into the market successfully.

3. Find and cite three benchmark companies that face similar issues or counterpoint issues TODAY. Do not just look for companies with identical issues. If the issue you identified was " inadequate capitalization," find other
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companies with capitalization problems - you should not look for other companies in the same industry that had other issues. Focus on the issues, not the company or the industry. DO NOT research the company the case is about. I'm not interested in a history of the company and you only have 500 words to do all of this in.

Many laundry detergent companies are facing similar issues. These include companies like Tide and Downy. The market for laundry detergents demonstrates that people often think of them as similar concepts. Some people do become brand-loyal after a time, but with the economy today, most people are focusing on what is the cheapest alternative. Therefore, many of these companies have had to focus on how they can make their product most affordable without hurting their overall sales.

4. Select and defend a direction for the company. Just your opinion is inadequate. Describe the tools you've learned in this and other classes that would help you make the optimal decision on a future direction.

Proctor and Gamble needs to focus on the direction of a successful advertising concept in order to be successful with its investment, as well as its launch of the laundry detergent into Europe. This will require management to implement successful leadership strategies to ensure that marketing campaigns will be successful. This will require an initial capital investment as well as time and research. It will be important for the advertising campaign to research and discover what tools seem to work best when advertising laundry detergent. Therefore, there will be studies involved. If this can be established, there is certainly a good change that Proctor and Gamble could be successful.