

Ad-lider embalagens

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



Company Analysis The Ad-lider company can be analyzed on the basis of 4 As which are referred to as product, place, price and promotion. 1. Product The company produces three types of products namely consumer products, industrial products and commercial products. Limp-O-Lox, Freezer and Cacaos Refractors are included in consumer goods. Similarly, industrial division had three product lines namely automated packaging lines for manufacturers that package products, a line to package materials and a line to bundle products together. In the SHOP. 52% of the company's income is generated by commercial products. Name of current garbage bag brand is Limp-O-Lox and the company is planning to launch new brand named Climb Fiche Facial. 2.

Place The present brand of Ad-lider Limp-o-Lox can be found out in all major supermarket chain throughout Brazil. The brand was sold directly to the largest supermarket chains. Wholesalers and distributors were used to distribute the product to smaller supermarkets, convenience stores and so on. The largest supermarkets constituted the channel of largest growth in retailing. Supermarket chains tended to work with one leader brand and no more than two other brands. Some chains had their own trash bag brands. In retail stores, the products were located in the bottom, disarray shelf. 3. Price Limp-o-Lox was a low priced super-economy product. 4. Ruination The company did not focus on advertising or to build brands. Rather, the company focused on interviews with focus groups. Focus groups represent a part of the population and thus Ad-lider decided to launch the product solely depending upon this group. Ad-lider is not a marketing-oriented company. To develop new product the company should have found their

target market(s) first, and then the customers' deeds and preferences should have been focused. Also, the company placed minimal emphasis on advertising their products and building their brand name. Ad-lider should not rely solely on their Focus Groups and Interviews to make decisions.

A sample size can never represent the population. Also, the interview conducted on such focus groups are deemed to have sampling errors.

Customer Analysis Customers considered various factors while making purchase decision of garbage bags such as brand, price, benefit cost, quality, practicality, strength and others. While purchasing a garbage bag the customer's main focus was brand and then price, but customer's were motivated to buy Ad-elder's new product Climb because of the practicality and easy use of the product rather than the price. Customer's preference regarding the garbage bag was similar with respect to easiness to close, thickness of the bag and low price in each group.

Whereas they had different thoughts regarding the color, packaging and also the sensitivity to price was different. **Lessons Learned from the Case** Some of the lessons learned from the case can be listed as follows: a. The women are decision makers in the household and mostly they are price sensitive. B.

Design ND develop the new product based on customer needs and preferences. C. **Importance of market research studies.** **Conclusion and Recommendations** consumer products, industrial products and commercial products. Limp-O-Lox, Freezer and Cacaos Refractors are included in consumer goods. The present brand of Ad-lider Limp-o-Lox can be found out

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Wholesalers and distributors were used to distribute the product to smaller supermarkets, convenience stores and so on. The company did not focus on advertising or to build brands. Rather, the company focused on interviews with focus groups. Fort-Roll and Collage are the major competitors of Limp-o-Lox. There are even regional brands to compete with Ad-lider brand. Ad-lider is not a marketing-oriented company. To develop new product the company should have found their target market(s) first, and then the customers' needs and preferences should have been focused. Also, the company placed minimal emphasis on advertising their products and building their brand name.