

Project

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



Running Head: PROJECT PLAN Project plan Garnier is one of the products that make people feel that the product is taking care of them and making them feel self-assured. The product has different lines such as shampoo, body cocoon, curl gel and beauty creams among others. It optimizes mainly smart marketing performance. This brand was introduced for the first time in India in the year 1991 hence understanding the Indian market dynamics. The SWOT analysis to be described in this project will help Garnier Company to come up with more processes in developing their products.

Analysis of Garnier market plan

The whole growth rate of the product in the year 2006-2010 was eighteen percent. Due to the introduction of Garnier product, coloring has produced 1.4 billion dollars value of big business. People ranging from 18-24 years are mainly targeted by the product. Due to the Garnier introduction, retailers have felt good concerning the hair category future. Garnier has shown a well-built stand in the international market by getting a lot of profit. The sales of the Olay Regenerist Micro-sculpting cream moisturize in the Australian market is \$15. In addition, the Superstructure cream goes for \$15. Many Garnier Skin Naturals Youthful Radiance Multi-action Night creams are priced at \$8 in the Australian market while most of the Nivea Visage products are been sold at \$10.

Strengths of Garnier

It is one of the successful skin care products in the world currently. Garnier is reliable and has a very well built brand name that is famously known globally. On the other hand, Garnier mainly puts more stress on the natural attractiveness of individuals. By using celebrities in marketing of Garnier, it

has enabled it to be a strong brand in the market. Strength of the product is the good financial background of the company that leads in the advertising of the product. The products issued by the Garnier Company are not difficult when using them and good quality performance is achieved from the product. According to drugstore (2012), one of the garnier's products named Fructis prevents the hair from having end splits. On the other hand, the product maximizes shine on the hair. The Fructis goes on and protects the hair against any damage. It is also trying to update the launch of its products from time to time. The product on the other hand has brightening actions that are refreshing to all its users (drugstore, 2012). During its launch in the market, the product has tried to preserve market leadership in skin and hair beauty products. Customers have been served efficiently and Garnier has tried to be a market leader with large amounts of shares in the market. In addition, the product is been strengthened by the use of good marketing strategies used in its sales. (Khurana, 2010).

Weakness of Garnier

It is risky in launching of this cream. This is because it has differences with other products such as the aloe Vera and other ingredients that are termed to be natural. These products only suit people who have sensitive skins and in order the product to get sales. Garnier requires a lot of dependability and trade mark awareness. The product is also dependent on certain colors and line extensions. The existence of dissemination of hair care section is another weakness of Garnier. In the Garnier Ultra Lift pro product, there are no main verifications used in supporting the results of the pro product by the clinicians. This is regarding the tests carried out by the researchers. The

ingredients used in making this product are not explained properly and there are no details of the mechanisms on how the products work. On the other hand, the full ingredients of this product are not given. The Garnier products are also not protected from the sunscreens; also there are no products that are addressing discolorations of the skin.

Opportunities of Garnier

The product gets a larger sale during the winter period. This is due to the problems of the skin that arise such as the skin becoming dry mainly on the face and hands and the feet having cracks. It is created from the natural ingredients by not using any chemicals at all. According to this statement, many competitors do not offer a kind of product like Garnier therefore making it to join the market easily. According to the Garnier Company, there is an expansion in the various products that are available in the company. Introduction of products that men can use is another opportunity of Garnier in the market. The Garnier Company has been able to commercialize the product adapted by the male population. This product mainly targets customers who earn 120, 000-160, 000 or above per year (Turner, 2005, pp. 222).

Currently, many of the men in the world want to have good-looking faces and be handsome. This makes the Garnier male product to have a market which is grooming and growing. The markets of these products are growing due to the hair gels, moisturizers, shaving products and deodorants among other products used by men. Several companies are getting significant increase in their revenues due to the sales of the male products thereby needing to expand their geographical sizes to target more users. According

to various analysts, there are more men products to be made as men are now decorating themselves. Competitions of the price in the mens product are limited therefore making the men's products to have more opportunity and allow its growth in the market.

Threats of Garnier

Existence of various medium based companies selling a variety of antiseptic creams and gives Garnier a stiff competition. Some of its products do not convince the customers at all. Their products are too difficult in differentiating between those from other manufacturers and Garnier. The Garnier Company should advance its branding technology in order to decrease the threats the product is facing from the manufacturers who have technologically improved their innovations. Due to distribution strategies that are termed to be aggressive, Recital one of the Garnier products is losing its marketplace share.

Core Strategies of Garnier

In order for Garnier to be protected and become the top product in the hair care brands available, the company has intensified efforts in developing the products required by men and women, has enhanced its market exploration for products that are designed for the moisturizer fairness. The product has also provided a larger platform for the worldwide marketplace of the company's men products (Khurana, 2010). In addition, it has developed good products and given all its users the awareness required concerning the products. The company is trying to make a strong platform for the base of the men's products and targeting additional numbers of men. The Garnier product has a less time frame approaches. There are more innovations and

flexibilities of the product so that it can venture into various market zones in the world. In order for the product to create a unique and strong brand, it is using promotional campaigns and advertisements.

References

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