

L'Adeleide

marketing overview

Competing strategy



L'OCCITANE
EN PROVENCE

L'ADELEIDE
professional



NATURA
SIBERICA

L'OREAL



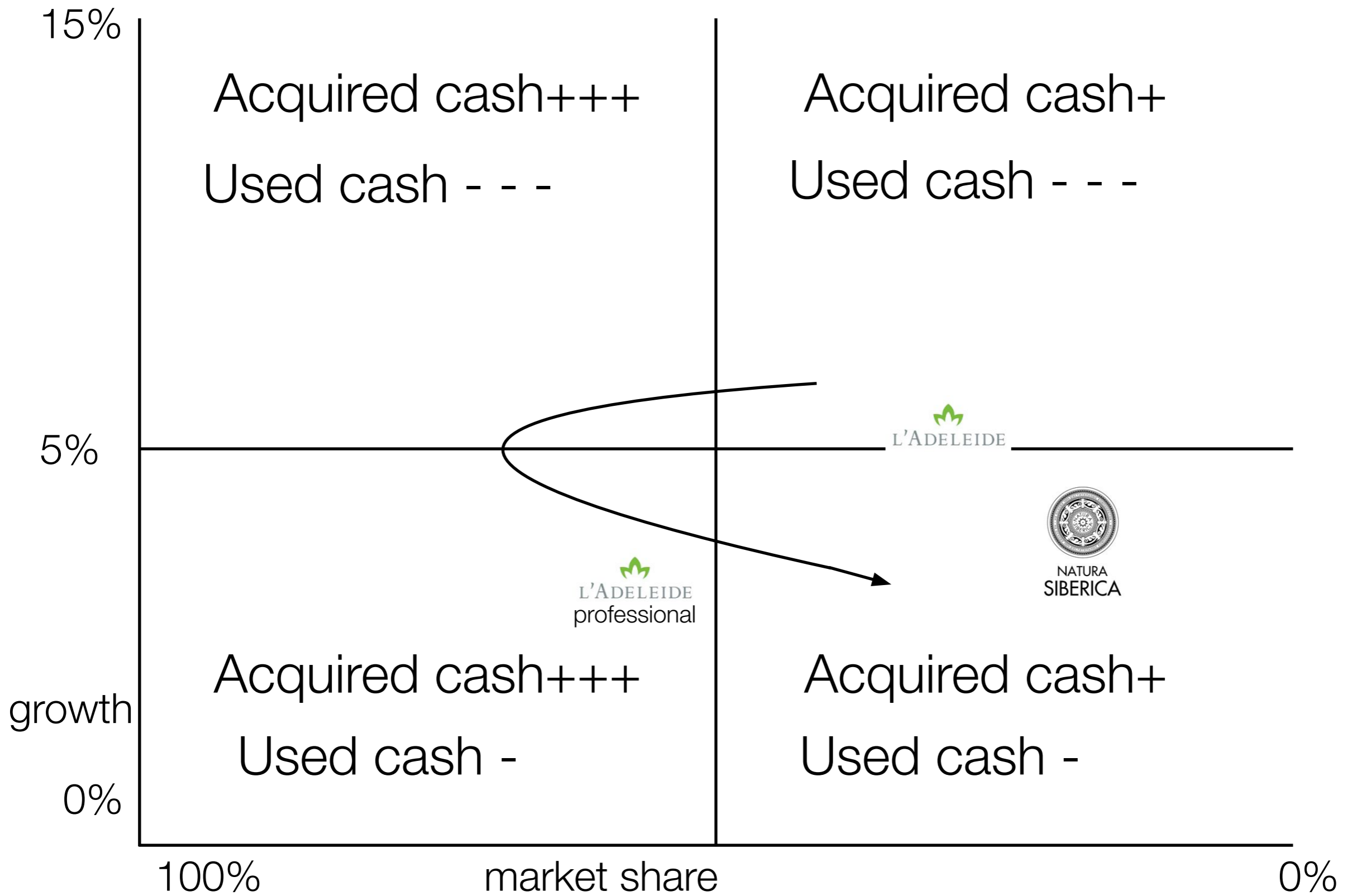
L'ADELEIDE

EMANSI

Unilever
P&G
Procter & Gamble



BCG Matrix



Price segmentation

	L'Adeleide	Первое решение	L'Adeleide	Первое решение
High price segment	-	-	-	-
masstige	Creme d'Olive	natura siberica	Fleur d'Orange	-
middle segment	-	Natura siberica	-	-
low price segment	косметика моря	Babushka agaf'a	Rosa gallica	-
private label	-	-	-	-

SWOT analysis

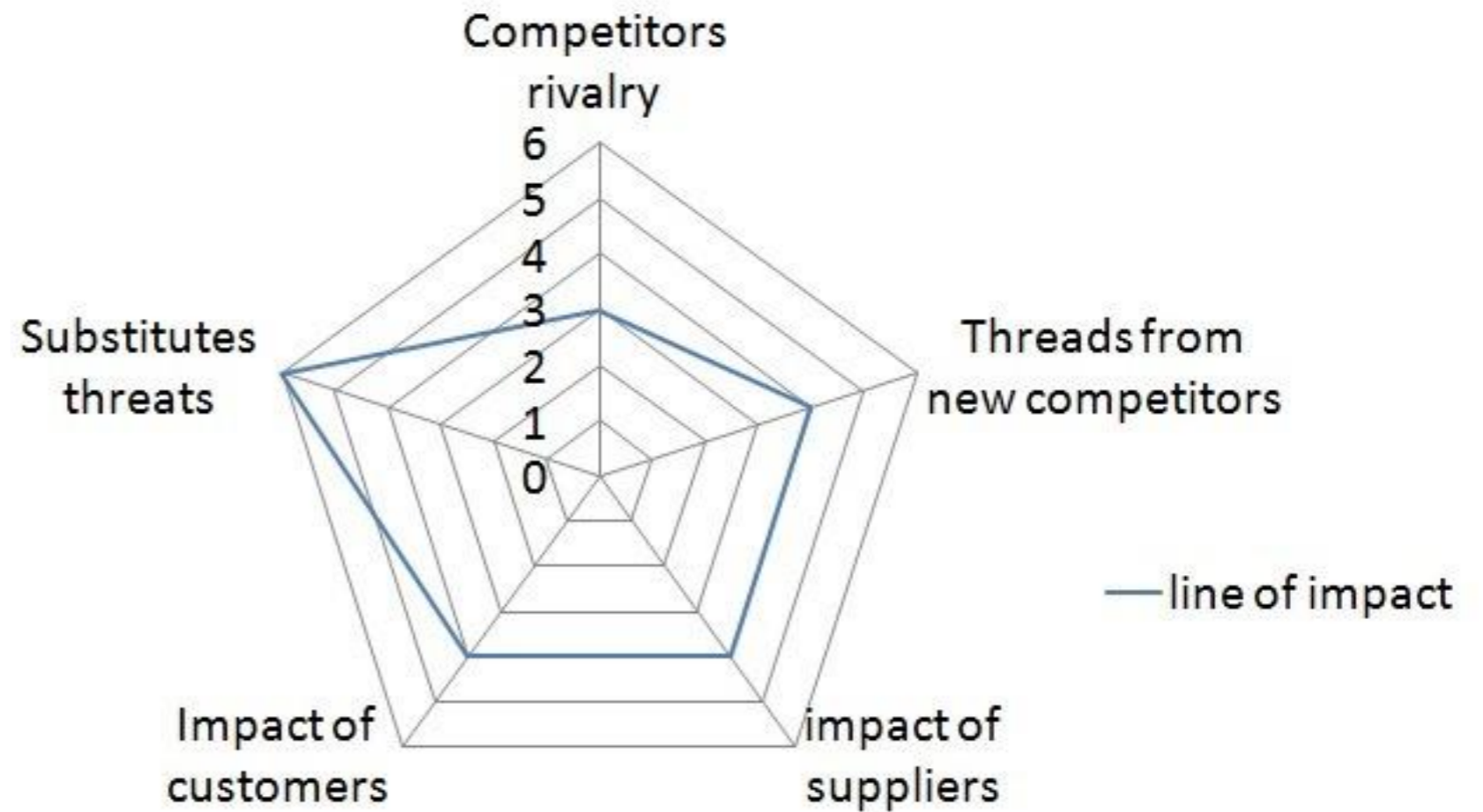
	<p>market opportunities</p> <ol style="list-style-type: none"> 1. Problems for foreign competitors 2. The devastation of several segments 3. New technologies open new segments 4. Low barrier to new markets 5. exit of the big players 	<p>market threats</p> <ol style="list-style-type: none"> 1. Mergers and acquisitions 2. Similar products 3. New laws 4. New powerful brands 5. strict rules from retail
<p>Strengths</p> <ol style="list-style-type: none"> 1. flexibility 2. high speed 3. professional crew 4. financial independence 5. low transactional costs 	<p>Search of the new trends developing high performance products</p>	<p>Fast switch to new markets collaboration with big players</p>
<p>weakness</p> <ol style="list-style-type: none"> 1. Easy to fall 2. Too discreet 3. High expenses per unit 4. High key rate 5. low manufacturing standards 	<p>big number of new products</p>	<p>exit low cost market</p>

Dibb Simkin classification strategy

	ac 40%		ab		aa 5%
bc 5%		bb 30%			ba
	cc 40%	cb			ca
c1c1					

Porter model

competitors rivalry	3
substitutes threats	6
impact of customers	4
impact of suppliers	4
threads from new competitors	4



Value 4.2