

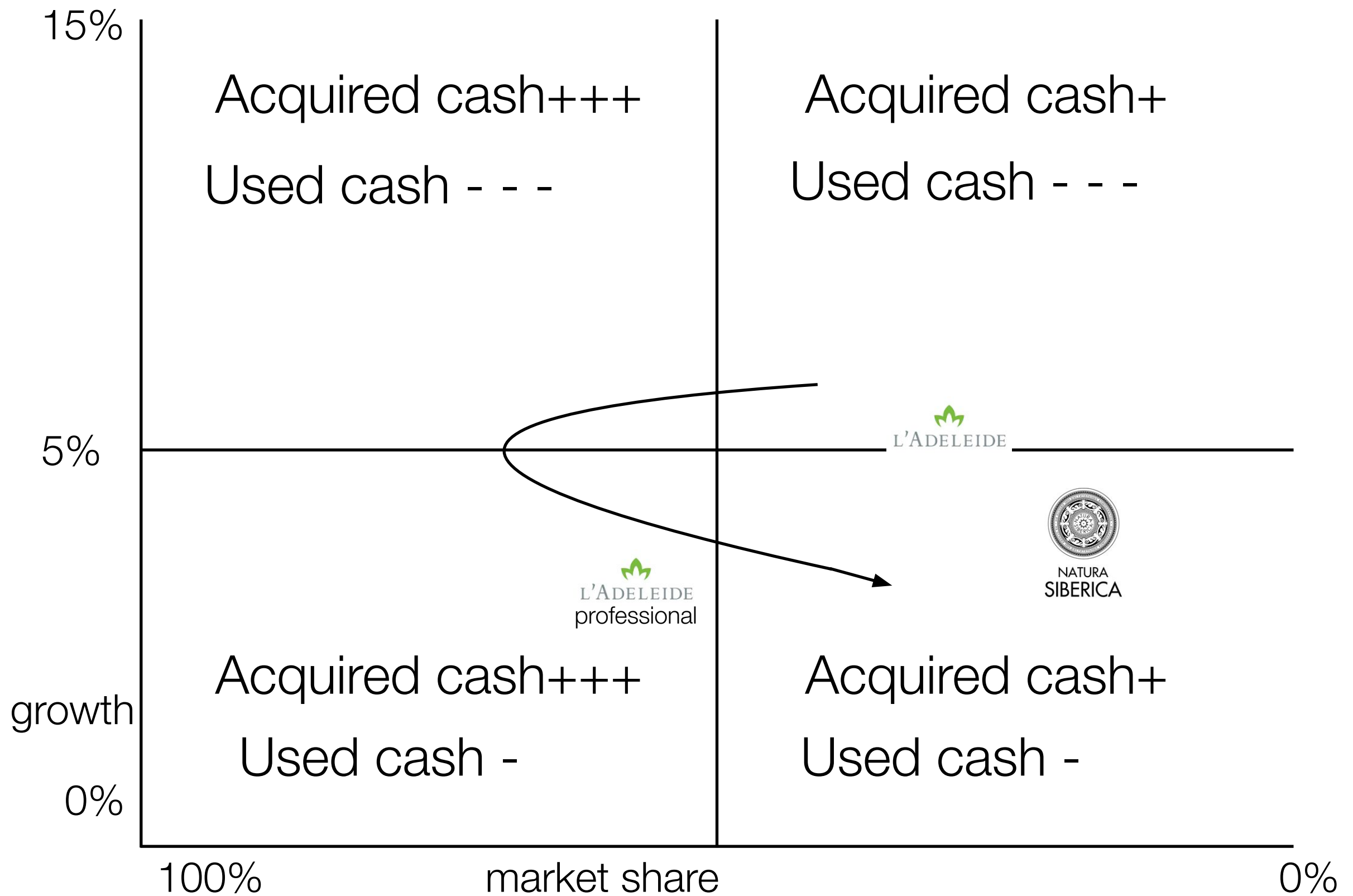
L'Adeleide

marketing overview

Competing strategy



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 analysys

	market opportunities <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 	market threats <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
Strengths <ol style="list-style-type: none"> 1. flexibility 2. high speed 3. professional crew 4. financial independence 5. low transactional costs 	Search of the new trends developing high performance products	Fast switch to new markets collaboration with big players
weakness <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 	big number of new products	exit low cost market

SWOT analisys

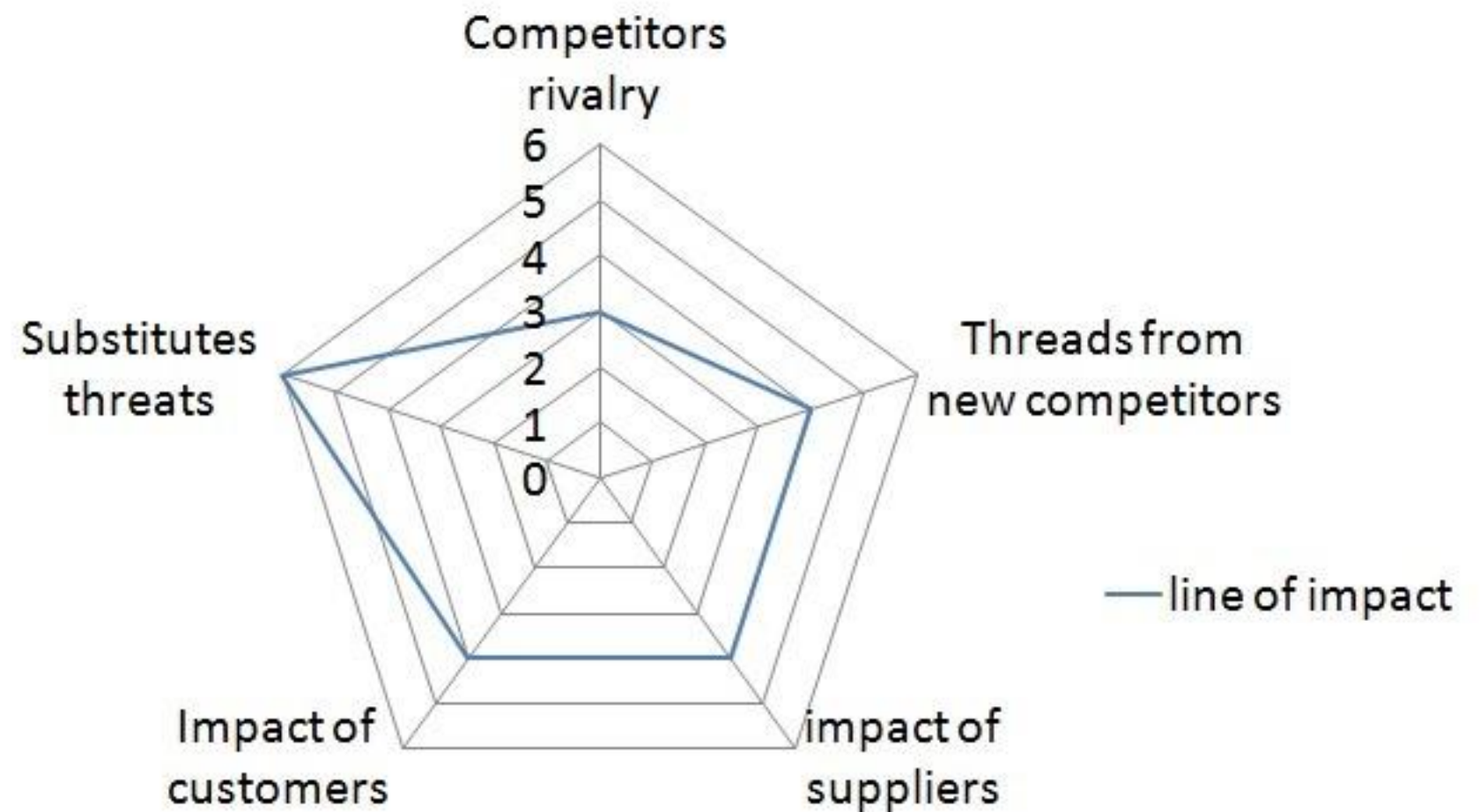
	market opportunities						market threats				
strengths		1. Problems for foreign competitors	1. The devastation of several segments	1. New technologies open new segments	1. Low barrier to new markets	1. exit of the big players	Mergers and acquisitions	2. Similar products	3. New laws	4.New powerful brands	5. strict rules from retail
	1. flexibility	5	5	5	5	5	2	2	2	2	3
	1. high speed	4	4	4	4	4	2	1	3	2	2
	1. professional crew	4	4	5	5	4	1	2	2	2	2
	1. financial independence	3	3	3	3	3	1	2	2	2	2
	1. low transactional costs	5	3	3	3	3	3	2	3	3	3
weaknesses	1. Easy to fall	2	3	3	3	3	4	4	4	5	4
	1. Too discreet	4	2	4	3	3	3	4	4	4	3
	1. High expenses per unit	4	5	4	4	3	3	5	4	5	5
	1. High key rate	2	2	2	2	2	2	3	2	4	4
	1. low manufacturing standards	3	2	4	3	3	5	4	5	3	3

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