

Unilever

Marketing aspects

Presentation plan:

- * Target market
- * Pricing
- * Distribution
- * Promotion

Approximate duration: 10 minutes.

Target market

- * Age:
18-30 years old.
- * Income level:
middle, upper-middle class.
- * Location:
North America, U.K, Brazil, South Asia.
- * Gender:
Mostly female, but male as well.
- * Marital status:
Married individuals.
- * Education:
High school and collage education.



Target market

- * Urban area people, in the big cities of the country.
- * Health and beauty conscious people.
- * Customers who visit the stores for routine items like grocery.



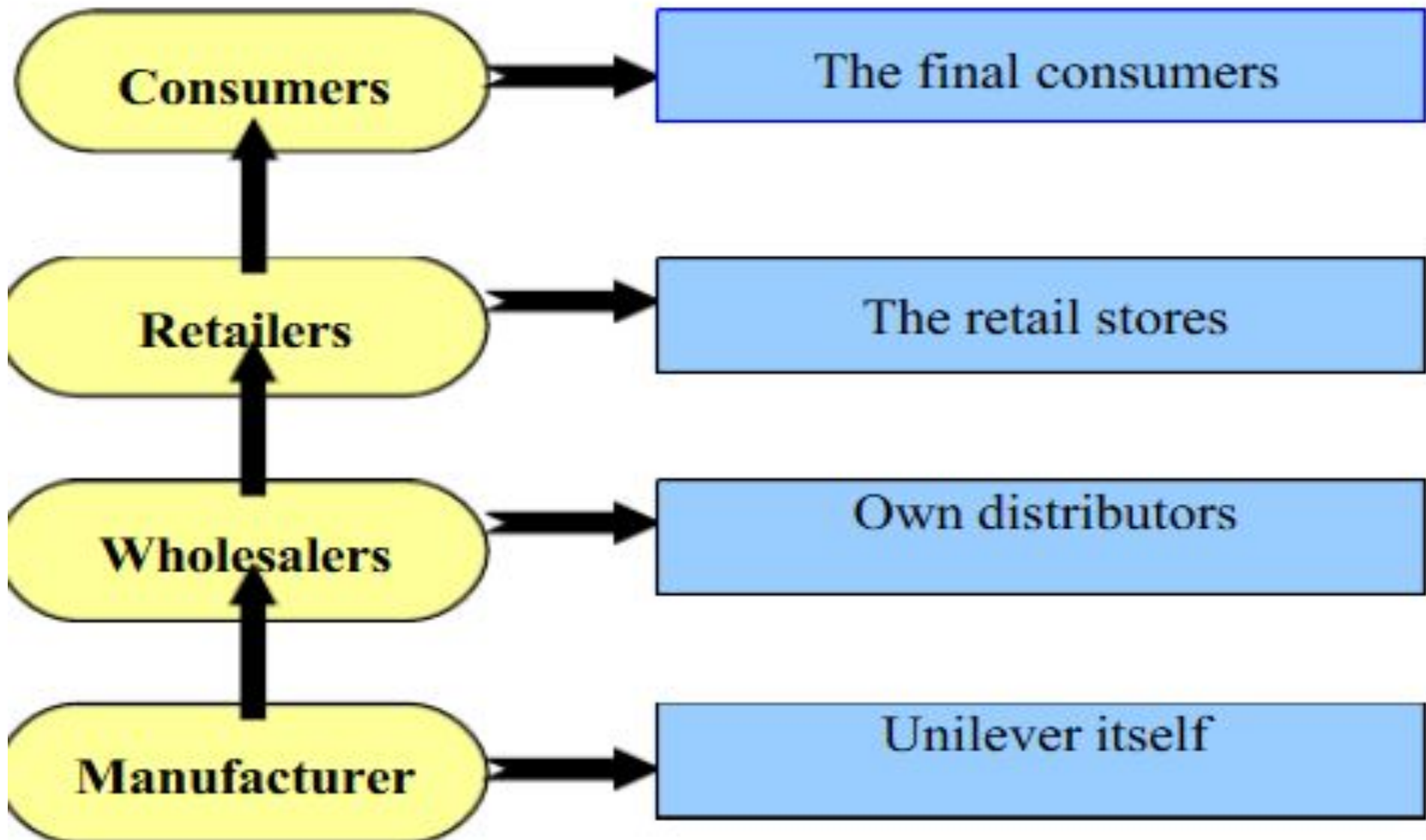
Pricing

- * Competition-based pricing.
- * Low product elasticity.
- * The prices of the products are not specific.
- * Follows “Procter and Gamble’s” strategy.
- * Somewhat unstable towards price forecasting.
- * 30% of sales – newly-launched or innovated lines.

*Distribution or Location Strategy

Unilever are using conventional distribution channel as this company consisting of independent producer and one or more independent wholesalers and retailers and also they have no negotiation method to resolve the problem; if any problem arise. They are doing their individual work by their own.

*Distribution or Location Strategy



*Distribution or Location Strategy

Manufacturer:

We will produce this new product by our own and we will also make the formulated gel, whitening machine of the dental floss by our own.

Wholesaler:

Unilever has its own distributors who will buy the wholesale amount and sell these to the retailers.

Retailers:

Retailers will buy the products from distributors and sell these to the final consumers.

Consumers:

People can get it in superstores, big pharmacies etc. We will place this product mainly in urban areas of Dhaka City and Chittagong City of Bangladesh with Unilever's exceptionally good channel of distribution.

*Level of Distribution Channel

As Unilever have their own distributors who are working as wholesaler, and they are sell the product to the retailers from them consumer buy the product. Therefore, we can say two level of distribution channel is followed by the Unilever.

Promotional mix

Unilever uses its promotional mix through the following steps:

- *ADVERTISING
- *PERSONNEL SELLING
- *SALES PROMOTION
- *PUBLIC RELATIONS

Advertising

WE will publish attractive, colorful and informative advertisements in radio, newspapers, internet, magazines and on billboards in regular basis.

We can do sponsoring and event organizing and campaign as our promotional activity.

Advertising

Testimonial advertising: It refers to use influential or believable people in advertising. In this case we will deal with dentists, as they are most believable to the people in case of the matters of teeth. We will make a deal with them and they will suggest people to use our Tooth whitener. We will also give free samples to the dentists, so that they can use it to their patients and they will also suggest our “WhiteLight” Tooth whitener in the prescriptions of their patients.

Advertising

Sales promotion:

We will give free samples in dental clinic, educational institution like dental college, hospital and also in super stores. The quality of those free samples will be smaller than the original one. Depending on the costs and future positive response we will plan to make more varieties of advertisements and will give attractive sales promotion to grab and retain more customers

Advertising

Public Relation:

To extend market or to introduce the product to people marketers need to create public relationship. Unilever always tries to create events and stories, which automatically come to press attention public gets to know about their product.

In future if possible we will also try to sponsor some events and show to attract more customers and to capture strong places in the minds of the consumers.