



KAMENA
SHOWER GEL & BATH BOMBS



SWOT ANALYSIS

STRENGTH

1. HELPS TO SOFTEN THE SKIN
2. RELAXING SCENT GIVES AN AURA OF PEACE AND TRANQUILITY
3. LAVENDER AS AN INGREDIENT IS A GREAT CLEANSER AND DE-TOXIFIER FOR SKIN
4. STURDY, ATTRACTIVE PACKAGING WITH FLIP CAP- EASY TO USE AND HYGIENIC
5. GOOD DISTRIBUTION AND BRAND VISIBILITY

WEAKNESSES

1. SCENT FROM THE SHOWER GEL DOES NOT LINGER AFTER BATH
2. THE GEL IS QUITE RUNNY , WHICH MAY LEAD TO SQUEEZING OUT MORE THAN REQUIRED GEL AT EVERY USE
3. A LITTLE PREMIUM TO PENETRATE IN THE RURAL MARKET

OPPORTUNITIES

1. INCREASE NUMBER OF VARIANTS I.E MORE ALONG WITH RELAX AND VITALITY
2. INCREASING AWARENESS TO CONSUMERS ABOUT THE EASE OF USE OF A SHOWER GEL OVER A NORMAL SOAP

THREATS

1. HARD TO MAKE CONSUMERS SWITCH FROM CONVENTIONAL SOPS TO ALTERNATIVES LIKE A SHOWER GEL
2. LOTS OF OTHER INTERNATIONAL AND DOMESTIC ALTERNATIVES AVAILABLE FOR SHOWER GEL

COMPETITIVE ANALYSIS

BELOW ARE THE TOP 3 KAMENA SHOWER GEL COMPETITORS:



TARGET MARKET ANALYSIS

DEMOGRAPHICS

AGE: TARGET ALL AGES

GENDER: FEMALES & MALES

SOCIAL CLASS: UPPER MIDDLE &
MIDDLE

PSYCHOGRAPHIC

BY USING KAMENA'S BODY WASH,
THE CONSUMER WILL THINK THAT
HE/SHE IS FEELING REFRESHED &
LEFT WITH SMOOTH, CLEAN SKIN.

BEHAVIORAL

THE PRIMARY BENEFIT OF THE PRODUCT IS PROVIDING THE HYGIENIC
REFRESHMENT, SO PEOPLE WHO LIVED IN THE URBAN AREAS AND
INHALE THE POLLUTION OF THE ENVIRONMENT CAN TAKE THE
BENEFIT FROM IT BY IT FRAGRANCE.

KAMENA SHOWER GEL STP

SEGMENT

PERSONAL CARE PRODUCTS – SHOWER GEL FOR FAMILIES

TARGET
GROUP

URBAN AND SEMI URBAN AREAS, MIDDLE CLASS FAMILIES

POSITIONING

SHOWER GEL AVAILABLE IN 2 VARIANTS MADE WITH PURE
ESSENTIAL OILS THAT GIVES SOFT SKIN AND A RELAXING SENSE
FOR A UNIQUE BATHING EXPERIENCE

MARKETING OBJECTIVES

A woman with dark curly hair is relaxing in a white bathtub filled with white bubbles. She has her eyes closed and a peaceful expression. Her arms are resting on the edge of the tub. The background is a plain, light-colored wall.

THE MARKETING OBJECTIVES OF KAMENA ARE:

- TO INCREASE SALES BY 40% IN UPCOMING 1 YEAR.
- PROVIDING A BOOST TO ITS BRAND IMAGE.
- PRICE IS THE EXCHANGE VALUE OF A PRODUCT OR SERVICE, ALWAYS EXPRESSED IN TERMS OF MONEY.

MARKETING MIX

PRODUCT

OFFERING MANY SCENTS AND VARIETY OF PACKAGING

PRICE

KAMENA SOAP BAR: 6.99 EGP PER PACK

KAMENA BODY WASH: RANGES FROM 30 EGP TO 60 EGP BASED ON THE PACKAGING

PLACE

AVAILABLE ON ONLINE STORES (JUMIA, SOUP, ETC..)

PHARMACIES, SUPERMARKETS, ETC...

ANALYSIS OF PROMOTIONAL PROGRAM SITUATION

BUDGET

KAMENA HAS A GREAT BUDGET BUT NOW ALMOST A QUARTER OF THEIR BUDGET IS SPENT ON DIGITAL AD'S & THEIR NEW CAMPAIGN

PROMOTIONAL MIX

THE PROMOTIONAL STRATEGY IN THE MARKETING MIX OF KAMENA IS ASPIRATIONAL FOR FAMILIES. ITS CAMPAIGN FOCUSES ON THE PERFECT SMELL & SKIN.

SHARE OF VOICE

THE COMPANY THAT HAS LOW EXPOSURE, HENCE THEY HAVE A LOW SHARE OF VOICE

THE STRATEGIES

THEY ARE KNOWN IN THE LOWER MIDDLE CLASS, NOT ALL CLASSES NOTICE THE BRAND

THE BUDGET DETERMINATION

A woman with voluminous, dark, curly hair is shown from the chest up, sitting in a white bathtub. She is looking towards the camera with a neutral expression. The background is a bright, slightly blurred bathroom setting with white towels hanging on a rack.

KAMENA IS GOING TO SET A HIGHER BUDGET THAN BEFORE BUT ON THE OTHER HAND THE PRODUCTS WILL MEET THE CUSTOMER'S EXPECTATIONS

THE PRICE OF BODY WASHES IN THE EGYPTIAN MARKET RANGES FROM 50 EGP TO 110

IMC STRATEGY

A woman with her eyes closed is relaxing in a white bathtub. She is surrounded by white towels and bath products. The background is a soft, out-of-focus view of a landscape. The text 'IMC STRATEGY' is at the top, and 'ADVERTISING', 'PUBLIC RELATION ACTIVITIES', and 'MERCHANDISING, PACKAGING AND COLLATERAL' are listed vertically in the center of the image.

ADVERTISING

PUBLIC RELATION ACTIVITIES

MERCHANDISING, PACKAGING AND COLLATERAL

ADVERTISING

IN ORDER TO EXECUTE THE TEASER ALL THE IMPORTANT ADVERTISING MEDIUMS WOULD BE INCLUDED LIKE TELEVISION, RADIO, INTERNET, NEWSPAPER. EMPHASIS WOULD BE LAID ON HOARDINGS, TELEVISION AND NEWSPAPER. THE FINAL ADVERTISEMENT WOULD BE AIRED ON TELEVISION DURING MORNING SHOWS, LATE NIGHT SHOWS AND DURING THE EVENING HOURS. IN THE SIMILAR MANNER THE HOARDING SHOULD DEPICT THAT DOCTORS ARE RECOMMENDING KAMENA BODY WASH TO DIFFERENT INDIVIDUALS. ALTHOUGH, THIS MIGHT BE A SHIFT OF STRATEGY BUT A CHANGE IS NECESSARY TO ACHIEVE THE OBJECTIVES. THE SAME CAMPAIGN WOULD BE UTILISED IN DIFFERENT MANNERS THROUGH ALL THE ADVERTISING MEDIUMS.

PUBLIC RELATION ACTIVITIES

DIFFERENT DOCTORS, ARTISTS, SPORTS PERSONALITIES SHOULD BE INVITED IN A CORPORATE GATHERING ALONG WITH DIFFERENT CORPORATE MEMBERS AND THEN THEY SHOULD BE INFORMED ABOUT THE NEW IDEA OF KAMENA. IN THIS EVENT LAUNCHING A NEW CATEGORY CAN ALSO BE A BENEFICIAL STRATEGY.

MERCHANDISING AND PACKAGING

DIFFERENT MERCHANDISING CAMPAIGNS SHOULD BE STARTED IN TOP NOTCH STORES OF EGYPT. THIS WOULD ATTRACT THE CONSUMERS MORE AND MORE TOWARDS THE BRAND AND THIS WOULD EASILY DEPICT THAT WHAT EXACTLY IS GOING ON. IN THE SIMILAR MANNER IT CAN ALSO BE SAID THAT THE PACKAGING OF THE BRAND SHOULD ALSO BE ON COHERENCE WITH THE NEW MARKETING CAMPAIGN.



THANK YOU!