

# Gillette Product and Marketing

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**Abstract:** Gillette is known worldwide as the most successful and leading provider of shaving care products for men and women since its inception. However, like any other business, it has faced competition in the market since 1962 from companies like Toni Company, Paper Mate Pen Company, and Schick and the Quarter. These companies saw the reluctance by Gillette to invest in research and development as an opportunity to create new products for consumers that fit their needs. An example in case is the development of a four-bladed razor by Schick in 2003, which has turned out to be one of the major competitors for Gillette.

However, this called for a change in the business operations so as to maintain its viability in the market. Gillette had to modify and improve the products offered besides changing the marketing strategies. First, it had to realign itself with ever changing technology by seeking shaving contemporary technology that has seen innovation of new high-quality products, for example, the Atra razor which was a success evidenced by the growth in sales. This has also led to the production of shaves of different categories that are cheap, and affordable to consumers. When it comes to marketing, it has expanded its marketing campaigns by being involved in sport marketing activities. Despite the change in business approach, Gillette has still experienced low sales of blade and razors for women in the European countries as well as losing in the United States. Being one of the strongest and popular brands in the world, Gillette can claw back its market share in these two regions through an increase in promotion offers, marketing research, and innovation of new products that would address the different needs by customers based on their areas.



## SWOT Analysis

### Internal Strengths

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- Providing the best shaving care products for men and women.
- Until 1962, they did not have any serious competition and it was a monopoly in the personal shaving.
- Gillette's aim is to stay on marketing with seeking of shaving contemporary technology in the market on innovation.
- They are always deploying product-line expansion and inspiring marketing campaigns in various places around the world.
- Involved sport marketing activities.
- Gillette's fundamental target has been on the extension of their marketing programs and core job.

- Increasing sales with high quality of products.
- Gillette always carries the organization by economic droughts in the 1920s and 1930s.
- Successes including memorable innovation for example, Atra razor.
- Gillette still searching the keys to be successes in business segment.
- Strongest popular brand name in the worldwide.
- Cheap prices of shave categories which dramatically growth income.

### **Internal Weaknesses**

- Gillette was not spending millions on research and development in order to evolve the unique products.
- Somewhat the company spent less than that amount to develop the Fusion.
- As a huge company, they should focus on broad consumer acceptance to cover a suitable time frame.
- Lack of the potential of using the long term products maturity and market dominance.

### **External Opportunities**

- Several industries analysis are hoping that Gillette has reached the end of wet- shaving technology to rebuild the disability of every world wide market.
- Increase promotions offering.

- Extend products widely.
- Low percentage of selling blade and razors for women in Europe countries.
- Gillette lost in both the United States and in Europe.
- The company continues growing and even though they have declined in some area.

### **External Threats**

- Several companies were competing with this company, but unfortunately they did not success such as (Toni Company, Paper Mate pen Company).
- In 2003, Gillette faced a serious competitor: Schick and the Quarter which is the first company that provide a four-bladed razor.
- Schick have risen 2.9 percent to 17 percent and contrasting with Gillette have decreased to 4.3 percent to 63 percent.
- Growth in Schick.