




TOOTHPASTE



PRESENTED BY-

*Shubhangi Jain
Snigdha Rakesh
Shweta Pandey
Shubham Singhal*

| Companies/ Features | COLGATE | SENSODYNE | DABUR |
|--------------------------------|---|---|---|
| FOUNDER | WILLIAM COLGATE | ALEXANDER BLOCK | DR. S.K BURMAN |
| FOUNDED | 1806 | 1907 | 1884 |
| HEADQUATERS | NEW YORK CITY. U.S.A | LONDON, U.K. | GHAZIABAD, NEW DELHI. |
| CEO | IAN M.COOK | GLAXO SMITH KLINE | SUNIL DUGGAL |
| LOGO |  |  |  |

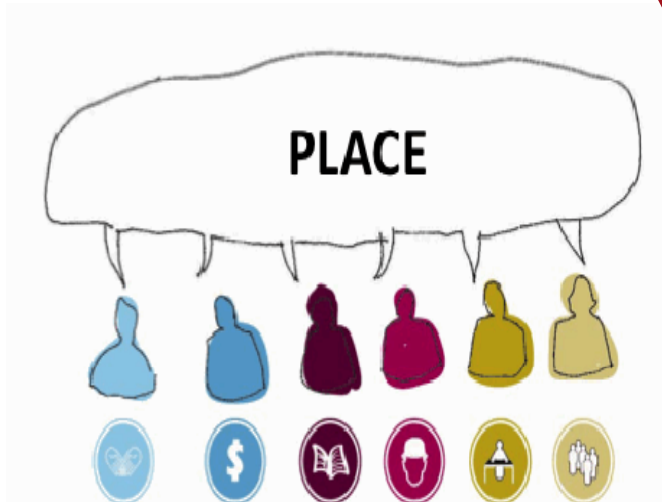
IDENTIFYING CONSUMER NEEDS




- CLEAN TEETH
- PREVENTION OF TOOTH DECAY
- FRESH BREATH
- PREVENTION OF PLAQUE, TARTAR AND OTHER DISEASES





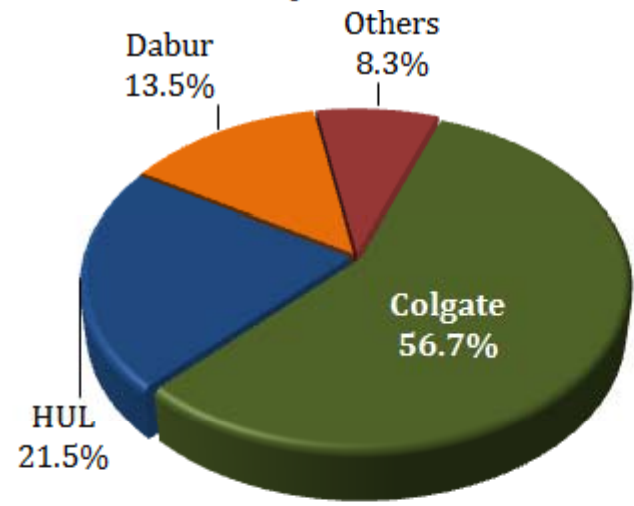
Marketing mix



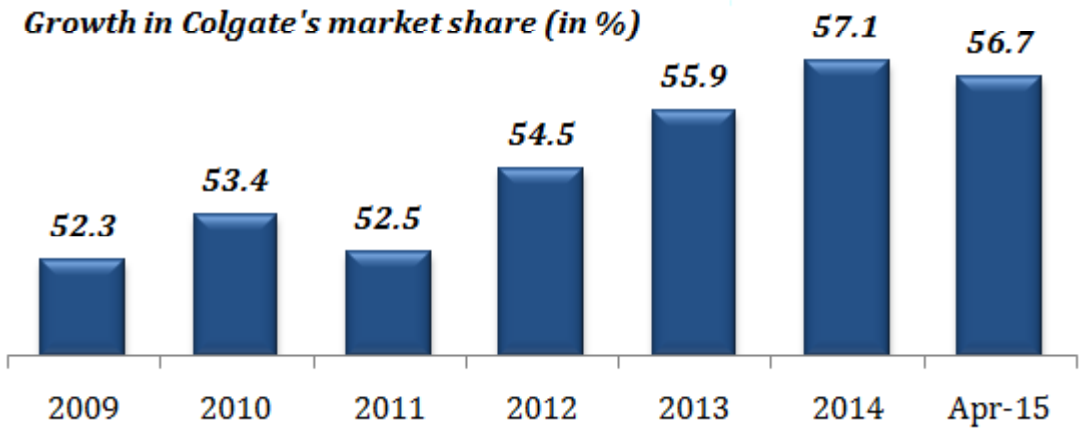
| Company Strategies |  |  |  |
|-----------------------|--|--|---|
| Product | Customize toothpaste for different usage of customers , | Providing relief from sensitivity, fresh mint & fresh gel , available in 40gm & 100gm. | 13 Ayurvedic ingredients keeps plaque , bad breath away. Blend of traditional Indian Medicines. |
| Price | Visiblewhite-100g- ₹68, max fresh-150g-64, strong teeth-100g -78..etc | ₹42 for 40gm tube of fresh mint, ₹45 for 40gm tube of fresh gel. | 50gm--₹15 100gm--₹45 150gm--₹60..... |
| Place | Through direct distribution channels & available urban , semi-urban. | Retail stores & hypermarkets in urban market , pharmacies | Serving 1.3 million retail outlets. Dealers , whole sellers , kiranna store. |
| Promotion | Through TV & print media , endorsing Cibaca for rural class, hoarding, fm radio for urban. | TV commercials, chill test in hypermarket, through dentist. | Endorsed mostly by children , “still facing problems despite brushing daily” |

Market Share Of Toothpaste

*Market share - Toothpastes
April 2015*

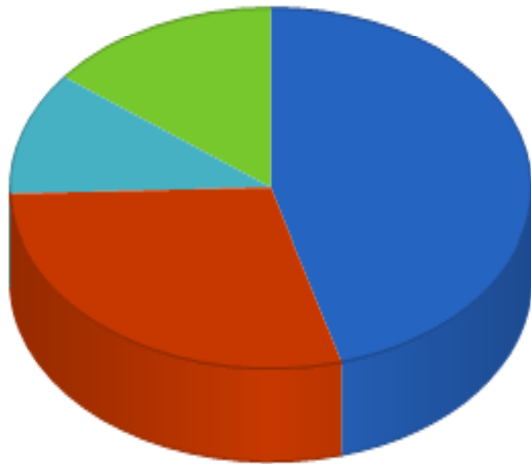


Growth in Colgate's market share (in %)



Marketing segmentation of toothpaste




Market Analysis (Pie)



- 18-24 years of age
- 25-29 years of age
- Male
- Female



Target marketing

|  |  |  |
|---|---|---|
| <ul style="list-style-type: none">▪ Colgate targeted at middle income & upper income families.▪ Colgate never altered its target market segment.▪ Colgate was introduced in the semi-urban and rural areas.▪ Colgate has consistent target market. | <ul style="list-style-type: none">▪ it targeted people having sensitive teeth. It is premium product , priced higher than regular toothpaste.▪80% of patients who undergo teeth whitening treatment will experience sensitive teeth. Sensodyne is marketed as toothpaste for relieving discomfort. | <ul style="list-style-type: none">▪They target people in rural areas who were accustomed to lal dant manjan.▪ also they targeted people with dental problems to give them strong teeth.▪They target small children and advertise around mother and child. |

Market positioning

The Colgate logo features the brand name in a white, italicized, serif font with a registered trademark symbol, set against a red, slanted rectangular background.

Provides decay protection,
strong teeth, germ protection.

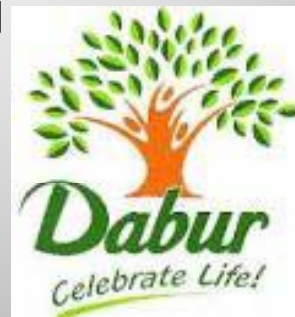
Toothpaste with a different
style & taste for different
segment.

“trusted by generations to
make teeth STRONGER”

The Sensodyne logo consists of the brand name in a blue, sans-serif font, with a blue globe icon to its left.

Sensodyne is a toothpaste
marketed for individuals with
sensitive teeth and those who
wish to prevent sensitive
teeth.

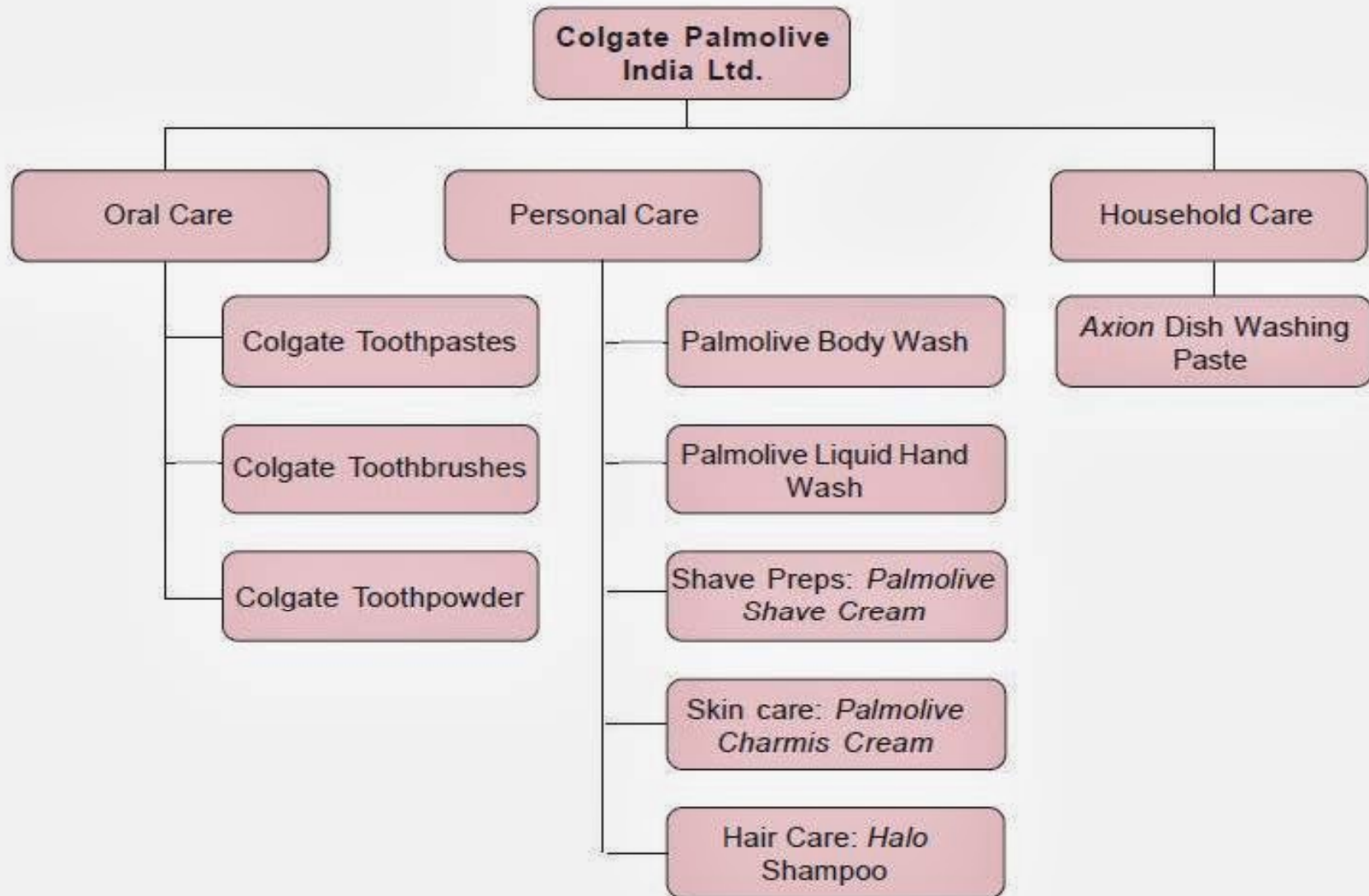
It was positioned as a gel
toothpaste with a blend
of ancient Ayurveda and
modern pharmaceutical
technology which cures
dental problems.



INDUSTRY PLAYERS



Colgate Product Mix



Product Mix

| PRODUCT MIX FOR DABUR | | | | | |
|------------------------------------|--------------------------------|--------------------------------|-------------------------|-----------|-----------------------|
| | SKIN CARE | BABY CARE | Hair care | Oral care | Health Care |
| PRODUCT LINE LENGTH | Gulabari SkinCare | Dabur Ayurvedic Babycare | Dabur Vatika Shampoo | Dabur Red | Dabur Chyawanprash |
| | Herbal & Medicated Soaps | | Vatika Hair Oil | Babool | Dabur Honey |
| | | | Dabur Amla Hair Oil | Promise | Dabur Glucose |
| | | | Dabur Anmo | Meswak | Real Fruit Juice |

THANK YOU

