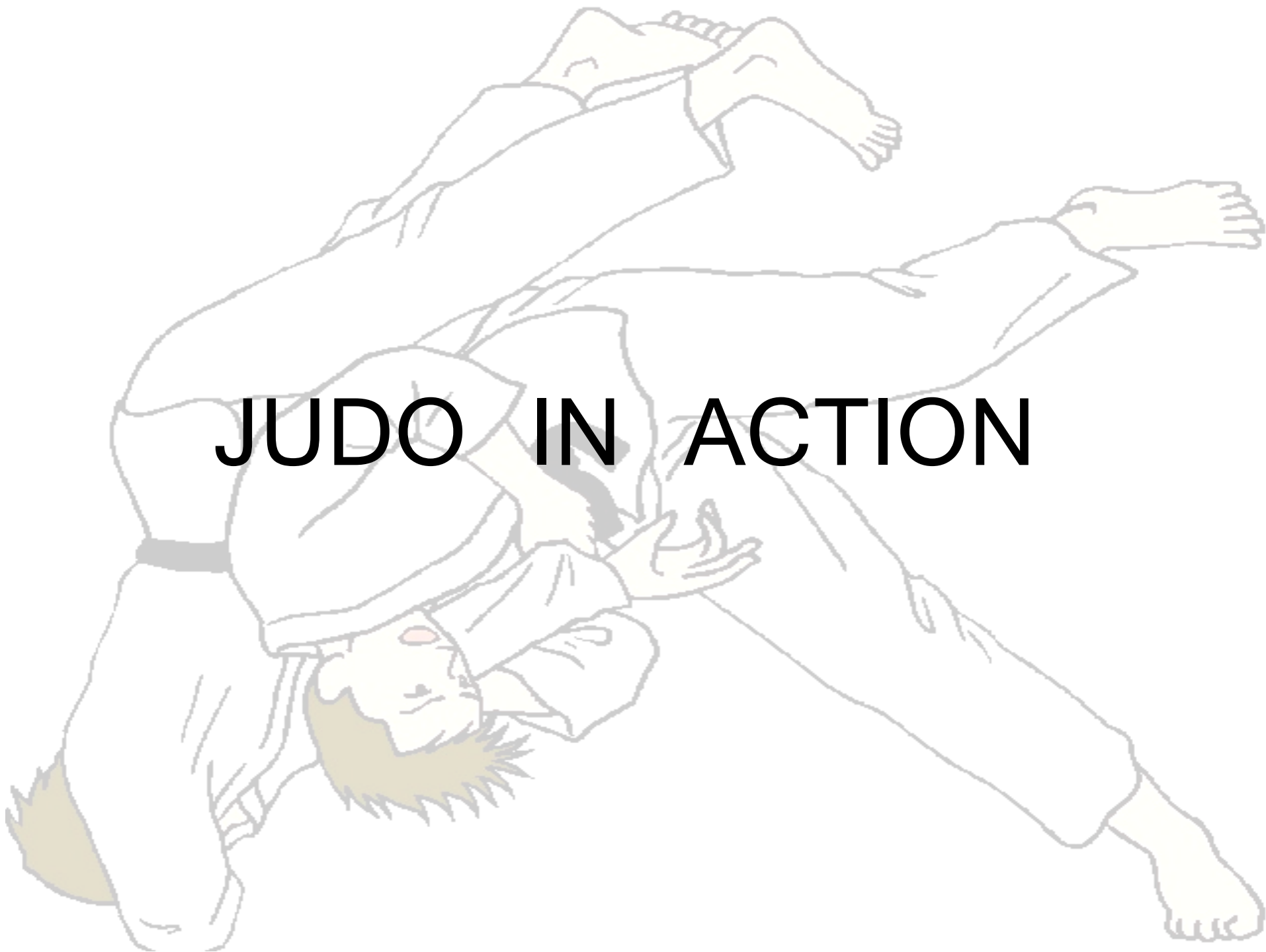


# JUDO IN ACTION

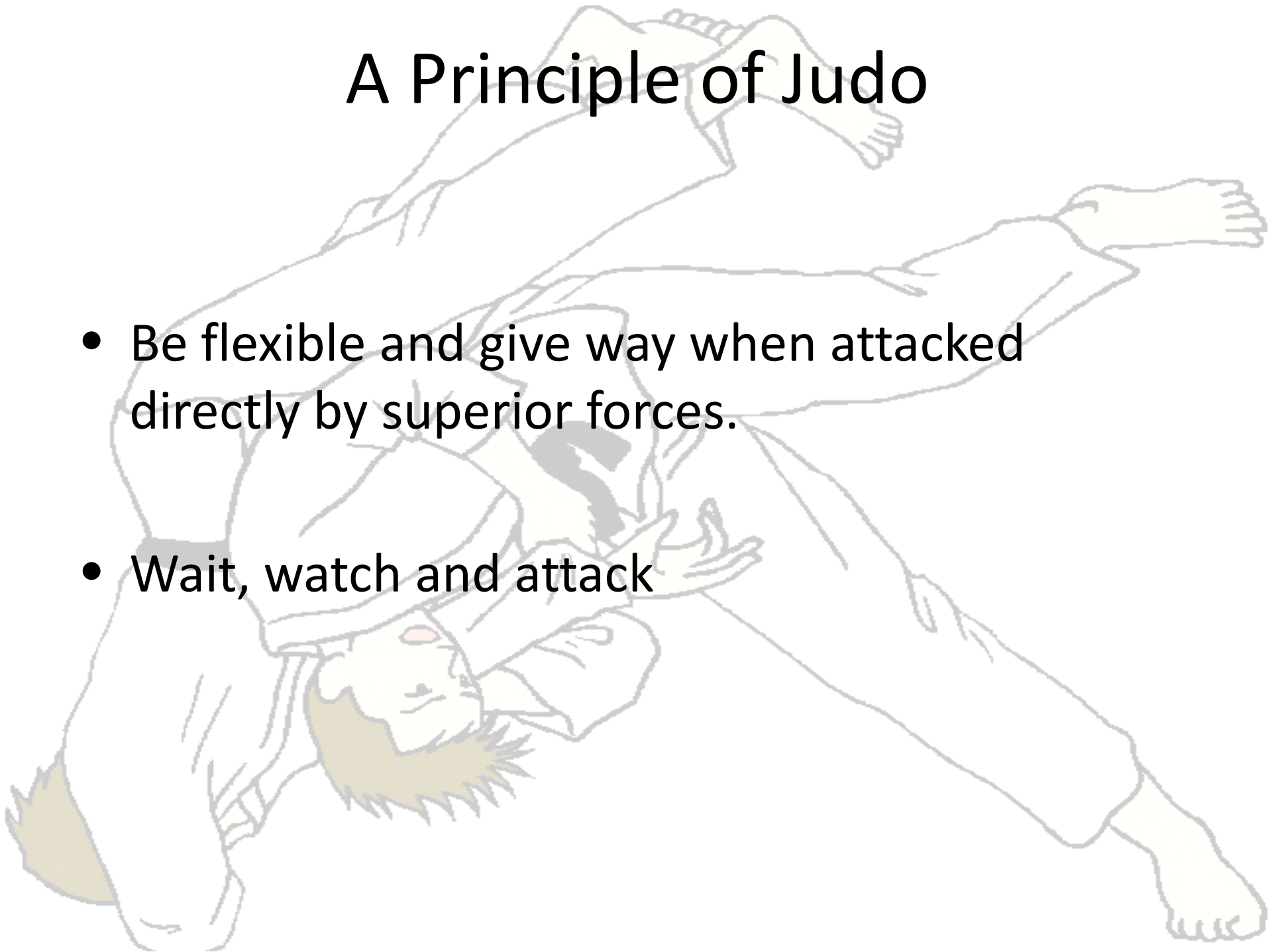


# GROUP MEMBERS

| NAMES          | ROLL NO. |
|----------------|----------|
| PUNIT AMBERKAR | P-02     |
| DEEPAK BAGAL   | P-05     |
| ATUL CHOUGULE  | P-11     |
| VAIBHAV DABRE  | P-13     |
| VISHAL DUBEY   | P-20     |

# A Principle of Judo

- Be flexible and give way when attacked directly by superior forces.
- Wait, watch and attack



# Judo- Three Principles

1. Rapid movement to uncontested ground to avoid head-to-head conflict (Or moving to new pricing models that competitors are unable to emulate)
2. Flexibility (which involves giving way when attacked directly by superior forces)
3. Leverage (exploiting leverage that uses the weight and strength of opponents against them).

# Softsoap

- Robert Taylor – Minnetonka in 1964
- 1977, developed the incredible soap machine
- Other players liquid soaps
- 1981, decision to spend \$30 million on promotion and advertising
- 1983, P & G came with Ivory and Armour Dial launched Liqua 4
- 1987, Armour Dial re-entered with Liquid dial



# Red Bull

- Dietrich – Redbull in 1987
- 2001, Threat
- 2002, entering in U. S. with focus areas
- Oct 2000, cock announced the product KMX
- 2001, Redbull controlled about two third of the energy drink



# UK Petrol Price War

- In 1980- three types of oil companies
- In 1990- supermarkets began to expand retail gasoline operation using low gasoline price – market share increased from <1% in 1980 to over 6% in 1991 and 20% in 1995.
- Esso had largest share -21% in the market this came down to 16% in 1995
- Response by Esso – Pricewatch
- Price cutting by Shell and BP – 4p/L

# AOL(1985) vs. Freeserve(1998)

- In 1990 AOL's various offerings in \$30 a month
- In 1997 AOL had the world's largest ISP membership base, 8.6 million members
- Mid 1990's entered into international market- Europe – JV with Bertelsmann
- September 1998- Freeserve by Dixons the competitor came in the market
- In 1999 size of Freeserve=2(AOL) in Europe
- In 1999 AOL response – decreased the fee & Launched free ISP service, Netscape Online, in 2000 unlimited online access



# HUTCH-VODAFONE

- Earlier presence as Orange
- Presence of multiplayer like Airtel, Reliance , Tata Indicom ,BPL etc.
- Introduction of low price handsets by RCOM (Rs.777)
- Along side the Nokia, Samsung, Motorola and Sony Ericsson there'll be a new mass cellphone brand in India
- Vodafone Essar – Handsets + Service (Rs.666)

# Videocon Hits Back

- Indian CTV market size – 5 mn sets
- Major players – BPL ,ONIDA, Videocon(42% stake together)
- Invasion by low price segment companies like AIWA ,AKAI , SANSUI etc.
- Videocon International was the first Indian company to adopt the strategy of multi-brands
- Other Steps like backward integration

# Jet Airways

- Jet Airways' share dropped from 31.2% to 22.6%
- The acquisition of Sahara Airlines Ltd helped it retain the mantle of the largest airline group in India with a 29.9% share
- Kingfisher Airlines share increase by 3.5 percentage
- Deccan, an airline Kingfisher owner UB Group controls together, the group reported a 29.3%



# Kurl-on

- Total organized mattress industry is 5000 Cr
- Kurl-on is market leader with 60%
- Godrej enter in to market and try to capture Kurl-on distributors
- Kurl-on oppose to distributors
- Godrej make a rumors that he is going to takeover Kurl-on

# LG Care Joins FMCG

- LG has chosen to take the war to HUL and P&G's court by announcing a scathing price cut in the detergent segment.
- \*Offer premium LG Double Rich shampoo worth Rs 99 free, thereby reducing the effective price to Rs 60 kg

| COMPANY  | BEFORE                    | AFTER                               |
|--|---------------------------|-------------------------------------|
|   | RS.159 PER KG (Super Enz) | RS. 159* PER KG + Shampoo free 99/- |
|  | RS. 149 PER KG            | RS.99 PER KG                        |

# PROBIOTIC MARKET:

- Probiotics is a \$14-billion market globally. In India, this market is gathering pace.
- Players in India: Nestle (Nesvita), Mother Dairy (B-Active), Amul (Prolife).
- Price war
  - Nesvita - Rs 15 for 200 gm pack and Rs 25 for a 400 gm.
  - B-Active - Re 1 less on each pack.

Contd....

- B-Active is also present in 90 gm pack for Rs 6 where Nesvita is not present.
- Advertisement War:  
billboards at bus stops & pamphlet distribution to educate customers.
- Also entering in to non-metros.



THANK YOU

