

BRIEF

CASE STUDY COMPETITION 2015

COMPANY: L'Oreal Adria d.o.o.

FIELD: Sales

CASE STUDY NAME: „MenExpert Vita Lift 5“ launching

CASE STUDY TOPIC DESCRIPTION:

The mission is to prepare and present the launch of „Men Expert Vita 5“, new product within Men Expert range.

Working in the groups you should think as team made of **3 key positions**: Key account manager, Trade marketing specialist and Category Management specialist. Each of position has its task in product launch that should be presented within retailer (ex. Konzum, Interspar, Plodine)

The task of each one is:

Key Account Management

- **Calculate** how much additional invoiced turnover in one year the new line with your retailer will represent
- Taking into consideration that you should not invest more than 20% of the invoiced turnover of the new line, propose a **merchandising plan of investment**
- Based on the share of voice, space and assortment look for a **potential growth** within your retailer
- **Highlight the striking point** by doing a quick summary of the main idea of the trade marketing and the CatMan proposals. Negotiate with the buyer

Trade marketing

- Present the **new product**

- Choose and justify a **retail price** based on the current assortment price and the competition prices
- Explain what the **benefit for the retailer** to launch this product will be
- Create and suggest some **promotions**, choose the best moment during the month to run them.
- Suggest a **launch plan** proposal to reach our target in market share and planned turnover

Category management

- Description of the **market trends**...
- Based on the market and shopper study slides, find how the men's space should be **displayed** within the Health and Beauty category

To be able to prepare the case participants will have to make research of the current situation on the market in terms of men products range offer (competition, retailers, and consumer habits). Results should be presented in the case.

ADDITIONAL INFORMATION:

All materials will be distributed to participants during detailed case presentation (range of product explanation, tables for calculations, etc.)

SOLUTION FORMAT:

All cases must be sent in PPT, supported by tables with research results

MANDATORY SOLUTION ITEMS:

Research results

Merchandising plan, negotiation plan for KAM, Trade marketing investment in promotions, budget calculation, ROI calculation

Each role should present his/her part separately plus presentation of market research results (3 participants of the team must be prepared for presentation)

ADDITIONAL BENEFITS:

Product packs for all participants in finals

Participants who will show excellent presentation skills will be invited on the interview (for future trainee and junior positions)

COORDINATOR:

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