

CASE STUDY COMPETITION 2017

COMPANY:

L'Oreal Adria d.o.o.

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BUSINESS CASE CATEGORY:

- **Marketing**

BUSINESS CASE NAME:

DERCOS – Your anti-dandruff solution!

DESCRIPTION OF BUSINESS CASE THEME:

The goal is to create an omni-channel marketing strategy for Dercos line of anti-dandruff shampoos.

DERCOS line of products comprises anti-dandruff shampoos, anti-hair loss shampoos and monodoses, as well as hair growth monodoses, shampoos for sensitive scalp and shampoo for oily hair. DERCOS products are available exclusively in pharmacies and come under a category of dermocosmetic products, i.e. products with medical and cosmetic action.

During the meeting with students who apply for our business case we will thoroughly present complete DERCOS line, as well as all the specificities of anti-dandruff shampoo market within the pharmacy.

The first step in resolving the business case is to conduct a market research and an analysis of conditions and trends on the dermocosmetics market and especially shampoo market (anti-dandruff). It is necessary to make an analysis of consumers, buyers' specific needs and all our activities (online & offline), as well as activities of our competitors.

Based on previous marketing research and analysis, the final suggestion should be marketing strategy which includes digital media activities, buyer-oriented point of sale activities, but also innovative activities oriented towards health care experts such as pharmacists and dermatologists. In short – innovative advertising strategy suggestion taken considering all the specificities of dermocosmetics market!

ADDITIONAL INFORMATION: (links and literature that might help in solving the case)

Web page: vichy.hr/dercos, vichy.rs/dercos, vichy.si/dercos

Registered students will get all necessary and additional information at the meeting with representatives of the company where the business case will be presented thoroughly.

SOLUTION FORMAT: (Word, PPT, tables and charts in Excel, PDF, video,...)

It is important the solution is presented effectively and clearly, all formats are possible, as well as their combination. It is required to enclose the research and market analysis results.

SOLUTION MANDATORY ITEMS: (i.e. financial plan, marketing plan...)

- Research on shampoo market in pharmacies
- Collected data analysis
- Marketing plan
- Financial planning framework

SCORING CRITERIA:

Criteria	Score	Contribution to the total score	Total
Solution totality – has all of the solution mandatory items	0-5	15 %	
Solution creativity and innovativity	0-5	20 %	
Market research and analysis	0-5	20 %	
Business plan	0-5	15 %	
Solution feasibility	0-5	15 %	
Submitted solution quality	0-5	15 %	
TOTAL			

ADDITIONAL PRIVILEGES: (possibilities the company offers, except for bonus payment, such as chance to practice, additional education, awards etc.).

Gift packages for the finalists, special gift package for the winning team and entrance into the selection process (students will be invited to the L’Oréal assessment centre where we will spend the day together doing various testings, problematic exercises and individual presentation).