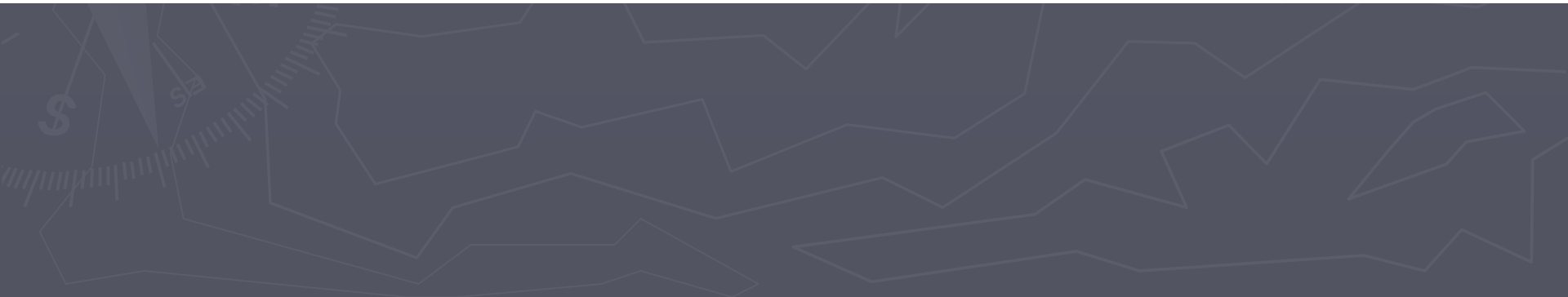




Tupperware[®]



Company Overview

- ▶ Earl Silas Tupper (1907-1983)
- ▶ Since 1946
- ▶ Tupperware creates preparation, storage and serving products
- ▶ Sales force of 1.9 million consultants
- ▶ Problem: Tupperware wants to introduce a new product line to help regain lost market share



Strengths

- Availabilities of products
- Customer loyalty
- Innovative products

Weakness

- Diversity their products
- Flagship stores
- Current advertising

► Problem: Tupperware wants to introduce a new product line to help regain lost market share

Opportunities

- New product line
- Different market segment

Threats

- Competitors
- How to buy Tupperware

Objectives

- ▶ Increase revenue
- ▶ Gain more market share
- ▶ Introduce a new product line



Target Market

Demographics:

- Age: 18 – 25
- Gender: Male and Female
- Income: \$ 10 000+
- Education: High School Diploma

Psychographics/Lifestyle:

- Price savvy
- Time Starved Students/Families
- Well Organized
- Space restrictions

Geographic:

- Near Universities and Colleges
- Suburb and city areas

Benefits Sought:

- Organize clutter
- Save money
- Environmentally friendly
- Longevity of product life

Alternatives

#1 Create Space Containers

Advantages:

- Space saver
- Organization

Disadvantages:

#3 Selling to Students

Advantages:

- Saves Money

Disadvantages:

- Takes space in School Bag
- Easily lost

#2 Stay at Home Dads

Advantages:

- Saves time and Money

Disadvantages:

► Problem: Tupperware wants to introduce a new product line to help regain lost market share

Recommendations

CRITERIA	ALTERNATIVE #1	ALTERNATIVE #2	ALTERNATIVE #3
Risk	1	3	2
Cost	2	3	1
Meet Objectives	3	1	2
Sustainability	3	1	2
Total	9	8	7

Implementation

Use Alternative 1 and 3

Create Space Containers	Selling to students
Create model that is efficient and effective	Small/Durable/Easy to clean
Costco/WalMart/Target	On campus stores
Demonstration Table (showing what it can hold)	Have stand at orientation (Give free sample)
Skimming Price	Cheap Price