

ABSTRACT

This study is concerned about the marketing strategies for maintaining fabric care product leadership: a case study of 'Comfort' Unilever. The objective is to study the key to success of Unilever Company. Also, to study and understand fabric care product's situation in Thailand, and to analyze the marketing strategies and to study how Unilever succeeds with fabric care product in Thailand.

This project is divided into two main parts. The first part the study on Unilever refers to the background of the company, corporate purpose and code of the business principle, situation analysis of Unilever Company during the economics crisis and the key success of the company.

The second one is the marketing strategies analysis of 'Comfort' product. The market size of fabric softener product in Thailand has been expanded rapidly since 1997 and the market growth of fabric softener products is increasing by volume from 1997 to 1998. Comfort gained the market leadership in 1997 and until now has about 30% to 35% of total market. Comfort is in 'Maturity' Stage of product life cycles and still being in the 'Stars' in BCG Matrix. The marketing tactics that Unilever uses are brand focus strategy, product differentiation strategy, Innovative strategy, market-based pricing strategy, distribution channel strategy, and brand communication strategy.

After all the conclusion of the project and recommendation for 'comfort' and 'Unilever' are derived, the company can apply some strategies such as market modification, image differentiation, brand strategy decision, product modification, and channel modification in order to maintain the leadership and expand to other consumer products.