

I ~~am~~ am the chief marketing officer (CMO) of the marketing team at IPL Products Limited, a leading FMCG company. ~~My~~ My team works on different product and brand categories. ~~All~~ Every quarter, ~~we~~ we meet ~~you~~ to discuss the performance and strategy of different ~~category~~ categories and brands.

Commented [Editor1]: It is advisable to define the abbreviations at first occurrence and use only the expanded form if the abbreviations if occurring only once in the text. However, abbreviations common in the field can be used without defining.

At the upcoming ~~up~~ quarterly review, ~~the CMO~~ I want us to ~~see~~ focus on improving the consumer base for hair care products and ~~check~~ evaluate options to gain share from other leading companies. As a group, ~~we~~ we need ~~you~~ to ~~determine~~ reflect on different strategies to gain shares from competitors for the product line.

- You will have preparation time ~~period~~ before the discussion to review the case.
- ~~You~~ You need ~~you~~ to present your recommendations by responding to the questions. You can ~~M~~ make relevant assumptions ~~when~~ wherever required. You can ~~H~~ highlight these in your recommendation to the groups.
- You need to involve in a discussion (start and stop as directed by the facilitator) with your committee members s to ~~gather~~ come to a conclusive and collective response to the questions.

Group Task

As a group, you need to ~~come with~~ share recommendations on the following:

- What should be the marketing strategy for XYZ for the year 2020-~~year~~?
- Are there any ~~hole~~ gaps in the current ABC range ~~which~~ that need to be addressed?

Brand Overview

XYZ is a premium hair care products brand at IPL. It has a wide range of ABCs across care + colour range, both ranges contributing ~~equally same to same~~ to the ~~money~~ revenue for the brand. The products of the brand ~~have~~ come with trusted expertise. The product development team at IPL has ~~ve~~ ve closely worked with the pioneers at the XYZ salon.