

PROJECT FOCUS

- 300+ products portfolio
- Distribution Network
- Marketing Activities



Project Summary

GLOBAL COMPETITIVE STRATEGY

KEY MARKET PLAYERS

COMPANY

Competitor A

Competitor B

FINDINGS

COMPANY

- Broad range of products that covered most industries.
- Broad distributor network.
- Professional and demonstration based image.
- End user experience exchanging platform.

Competitor A

- Product simplification.
- Retreat from India, but expanded to Japan, Hong Kong and Singapore.
- Strong distribution network in Europe.

Competitor B

- Wide range and overlapped product portfolio with COMPANY.
- Remarkable chemical and insulated gloves.
- Hands-friendly and Eco Tech.

RECOMMENDATIONS

Against Competitor A

- Developing expansion plan on competitors product gap.
- Bring COMPANY's full product portfolio into Asia, and develop strategic distribution partnership plan in China for lock out the future competition.
- Frequently exchange market knowledge with the sales in high variance industry and competitive region.

Against Competitor B

- Differentiating overlapped product attributes, then improving to the market needs.
- Reinforce on marketing activities, advertisements and sales force.

KEY LEARNINGS

- Independent strategic thinking and planning.
- Gained skill sets of situation analysis.
- Collaboration and communication with different functions.
- Worldwide industrial initial understanding.
- Gained knowledge of safety industry.
- Global vision and concept.

Global Competitive Strategy

Christian G. Meyer



Global Competitive Strategy:

The Enigmatic Realm of **Global Competitive Strategy**: Unleashing the Language is Inner Magic

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