Marketing Strategy Assignment II Total Marks:30

Company Overview:

ABC Inc. is a multinational consumer goods company that produces and distributes a range of products such as cleaning supplies, personal care items, and home appliances. The company operates in multiple countries and has a significant market share in the consumer goods industry.

Problem:

ABC Inc. is facing stiff competition from its rivals, particularly in the cleaning supplies segment. The company's sales have been stagnant for the past year, and it is struggling to maintain its market share. The company is concerned about losing its competitive edge and wants to address the issue before it's too late.

Questions

1. What steps do you suggest for ABC Inc. to analyze the market situation?
2. How will the company regain its competitive edge over its competitors? Suggest a suitable strategy with logical reasoning