

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Gillette – How to retain dominance**

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## **Gillette – How to retain dominance**

### **Abstract:**

Although Gillette had long held the top spot in the wet shaving market, it has a much smaller presence there. Additionally, it is a fairly recent entry into the dry shaving market. Electronic shaver manufacturers were always looking for ways to enhance and add new features to their products. Research and development is a constant focus for significant businesses in order to maintain a competitive edge. Braun, Philips, and Panasonic Corporation were among the major players in the fiercely competitive electronic shaving market. Businesses were working harder to create high-performance shavers with more features and longer battery lives. It seems that players were focusing their efforts to encourage the creation of a distinctive product to give consumers a taste of the extraordinary in addition to distinguishing features and product design. On the other hand, the cost of a Gillette razor cartridge was skyrocketing. Younger generations have a tendency to be more at ease with new technologies. And the majority of people thought wet shaving was more difficult than dry shaving. Gillette now have to find a suitable strategy to hold the dominance in the shaving industry.

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