

# Case study

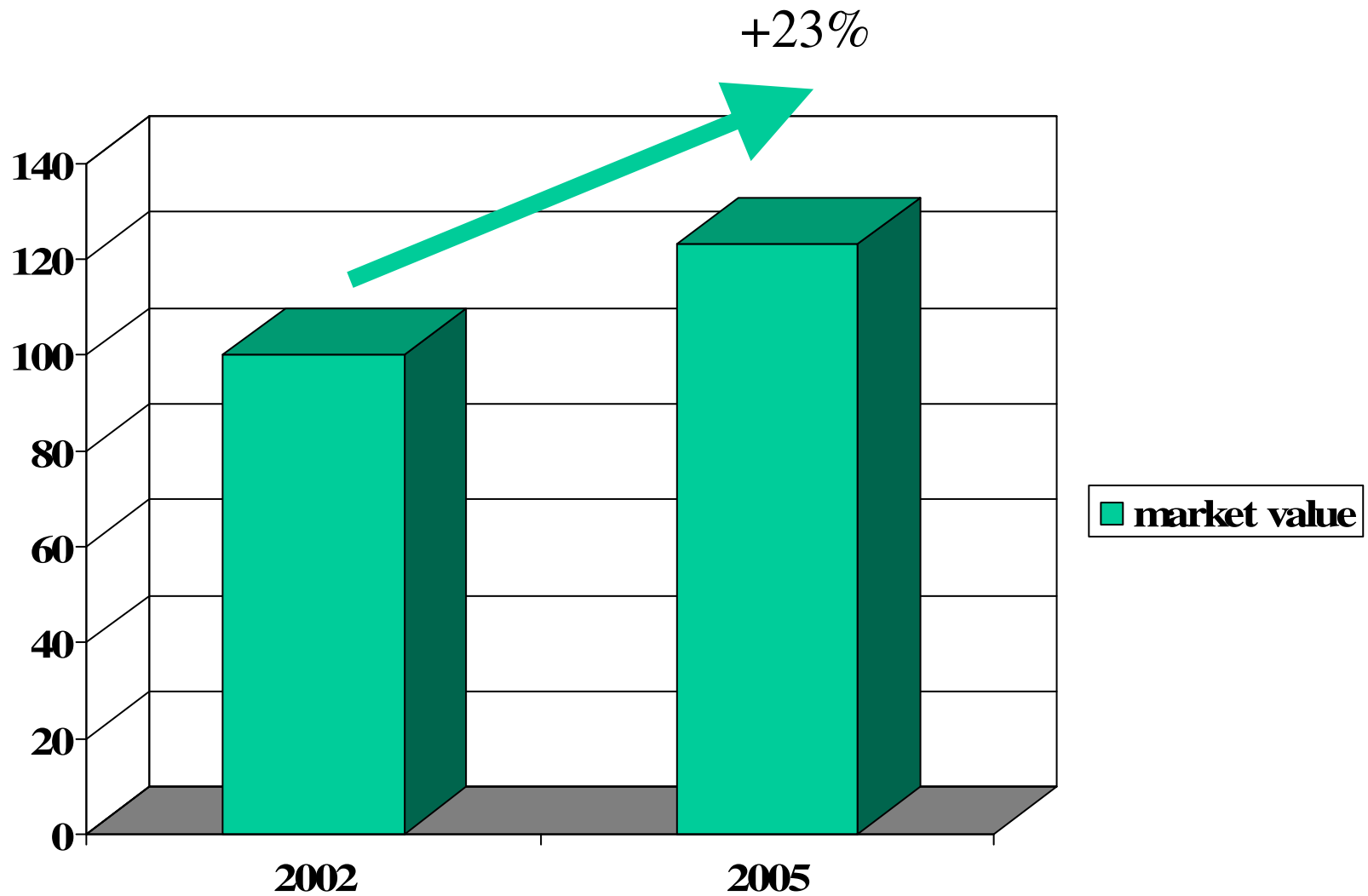
## Handkerchiefs in Poland

How to increase the category value  
using differentiation, segmentation  
and quality

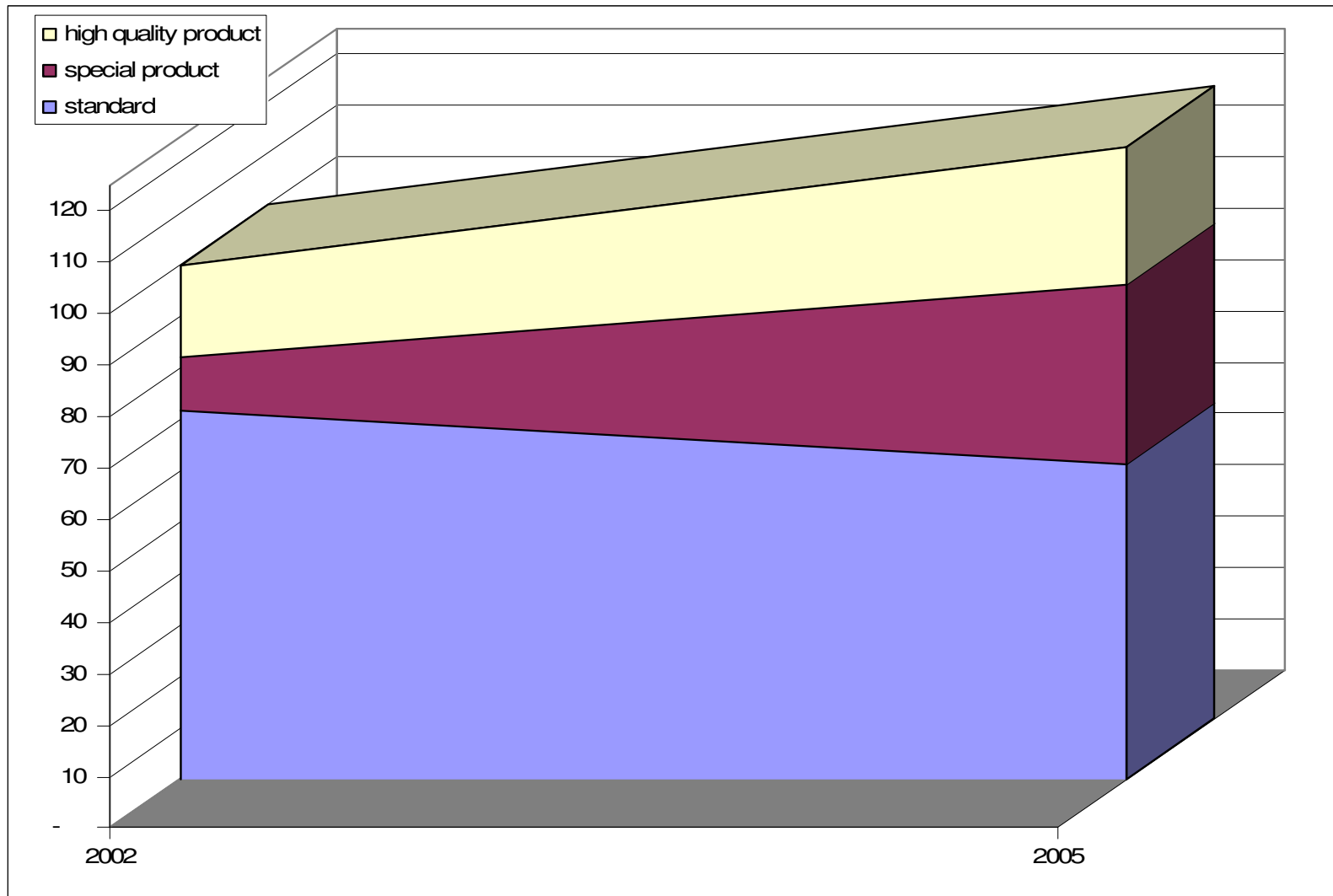
# Data base

- Source MEMRB data 2002 and 2005
- Standard products: normal 2 or 3 ply products
- Special products: perfumed products or 3 ply products with one characterization at least
- High quality products: 4 ply products

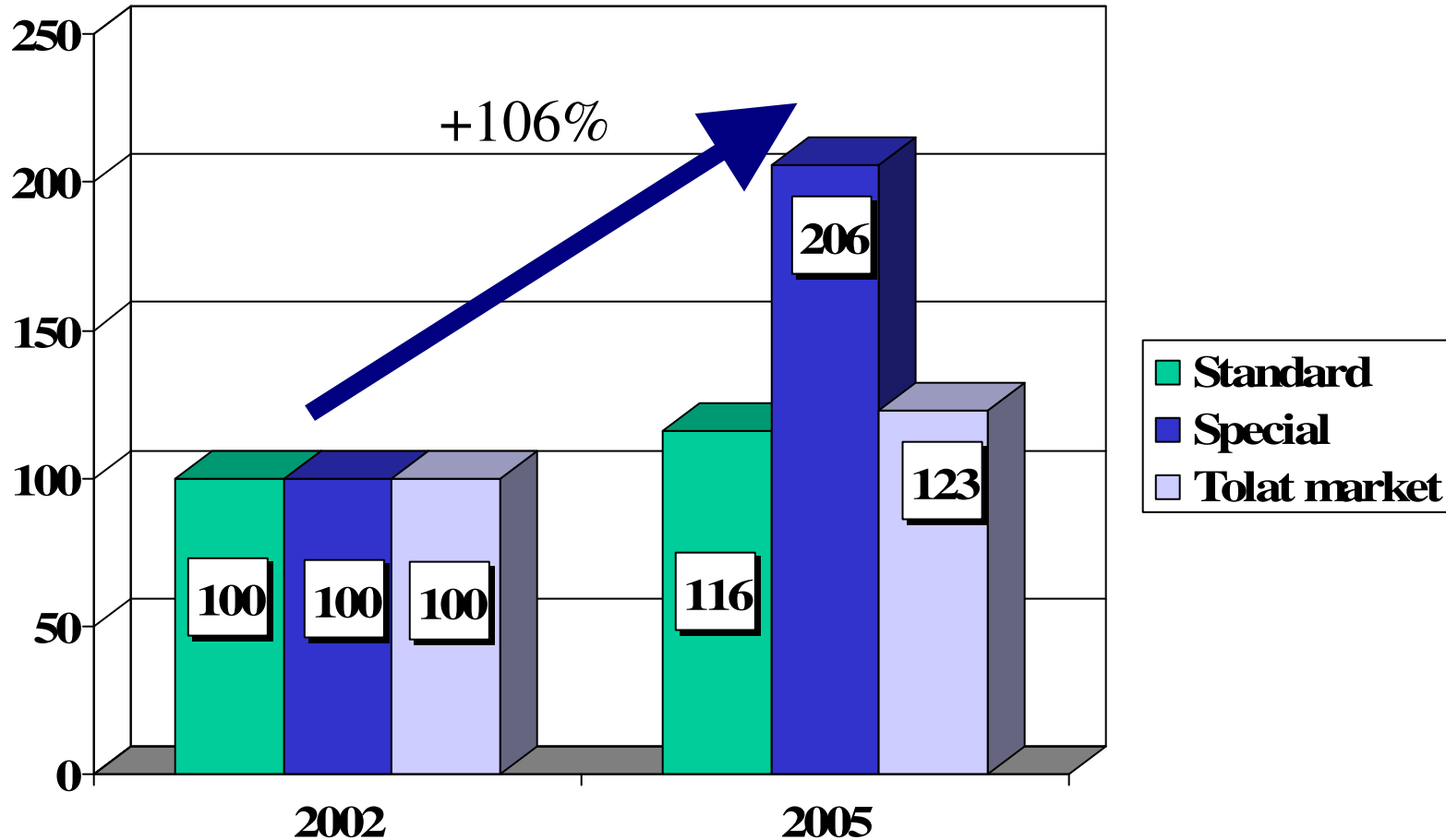
# Market grow



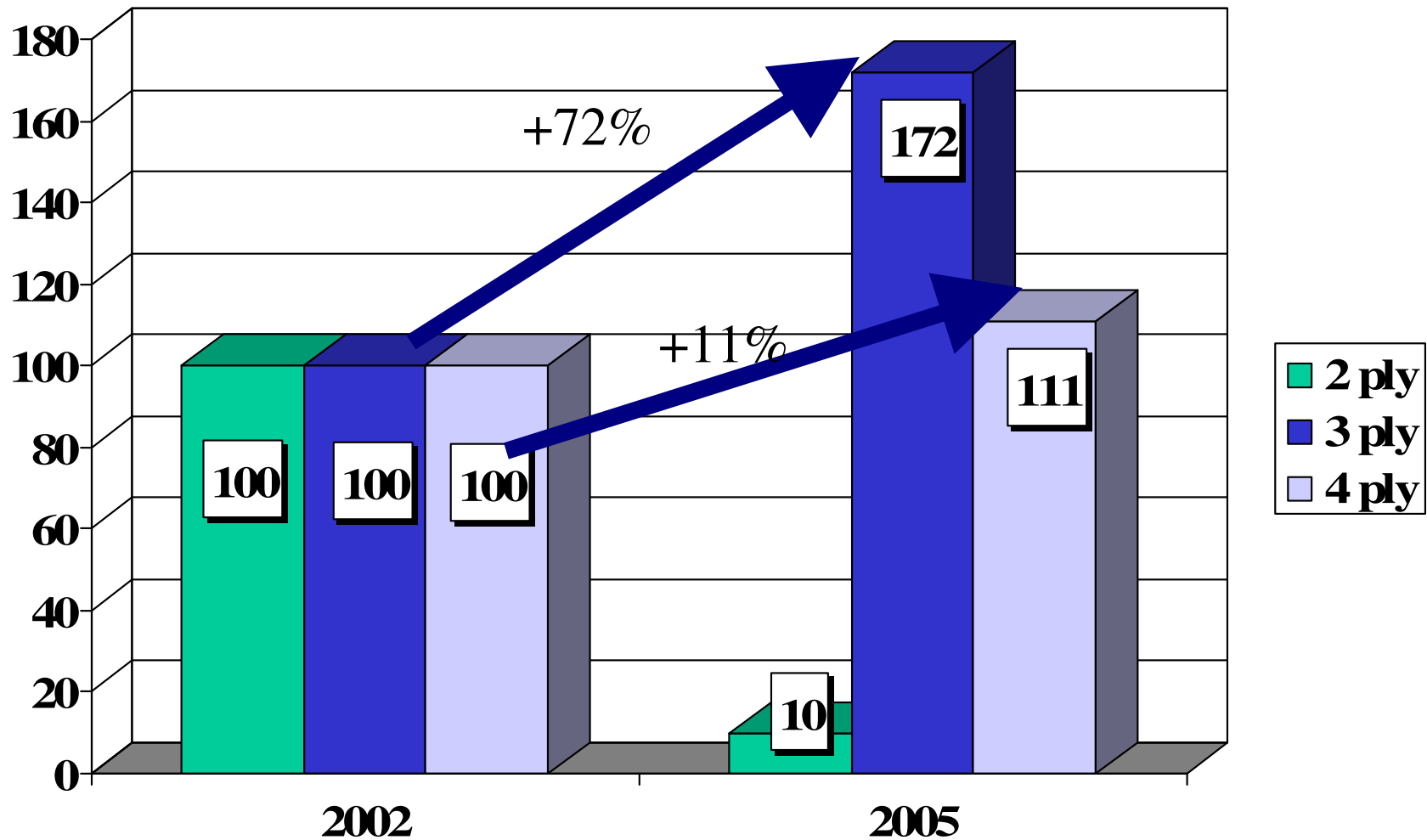
# Market development: special and high quality products drive the growth



# Market composition in value



# Market composition in terms of quality



# Conclusion

- Assortement is changed; about 50% of total sales are made with special and high quality product (in 2002 there share was 28% →(product differentiation)
- “Special products” are increased +106% →(product segmentation)
- New offer in terms of quality : 3 ply + 72%; 4 ply + 11% →(product quality)
- Category value + 23%