

# **MARKETING STRATEGIES FOR HAVING A COMPETITIVE ADVANTAGE AND POSITIONING FOR POND'S AGE MIRACLE**

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**A thesis  
Presented to  
The Faculty of  
Management Sciences  
Bahria Institute of Management & Computer Sciences, Karachi**

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**In Partial Fulfillment  
Of the Requirements for the  
Degree of Master of Business Administration**

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MAY, 2012**

## **Abstract:**

*This research study examines the influence of marketing strategies for Pond's Age Miracle (an Anti-Aging cream). Moreover, the detailed analysis of Pakistan's industry has been performed to portray the successful marketing strategies for Pond's Age Miracle. It also endeavors to find out the reasonable impact of the perception on the adapted marketing strategies of the anti-aging cream; Pond's Age Miracle.*

*Unilever- the 3<sup>rd</sup> giant consumer goods corporation holds a very prominent position globally in personal care, food care and home care brands. Unilever has added a new age defying cream in its personal care portfolio under the strong brand recognition of Ponds' with the title "Pond's Age Miracle".*

*Initially this Pond's Age Miracle cream gains the market acceptance and through its strong marketing impact and claim "you can feel the better change in your skin because it'll remove all the dark spots and wrinkles from your face in just seven days" made women eager to buy the product. Its advanced formula of advance CLA nourishes the dead skin cells of face and AHA (Alpha-Hydroxy Acid) helps in improving the moisture level of the skin and contributes towards age defying factor.*

*This research study will provide in-depth information about marketing strategies of Pond's Age Miracle cream and such factors that will lead this brand to success.*

## **Acknowledgement:**

*Thanks to the ALLAH ALMIGHTY who's the most beneficial and most merciful & who gave me strength to complete this project.*

*Thanks to my parents for their kind cooperation and encouragement which help me in completing this project.*

*I 'am highly indebted to professors Mr. Reza H. Syed and Mr. Mansoor Zakir for their guidance and constant supervision as well as providing necessary information regarding the project and also I would like to express my gratitude to those people who helped me out willingly.*

*Regards,*

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***Nazish Qarni***

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