

# BAUSCH & LOMB – EFFECTIVE POSITIONING



**Brand:** Mehta Solutions

**Product Code:** case398

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## Short Description

**BAUSCH & LOMB – EFFECTIVE POSITIONING case study**

## Description

The caselet details the business strategies adopted by B&L, the leading eye-care company. It explains how B&L adopted segmentation to target the right segment and focuses on the product variants that the company introduced to serve different segments of the market. It analyzes how B&L improved its market share by serving the vision care, pharmaceutical, and surgical equipment markets. It also touches on how B&L's products have attracted fashion-conscious youth.

Issues:

- » Business strategies of Bausch & Lomb Company
- » Is the right market segment being targeted by B&L?
- » How B&L catered to the needs of various segments
- » Positioning of product variants by B&L

Introduction

Bausch & Lomb (B&L) is a globally renowned name in eye-care related products. Over a period of more than 150 years, the company expanded its business to different parts of the world.

**Questions for Discussion:**

**Analyze the international expansion of B&L.**

**Comment on the type of segmentation adopted by B&L for expanding its business throughout the world.**

**Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**