

# TUPPERWARE – INFLUENCING OPINIONS THROUGH WORD-OF-MOUTH



**Brand:** Mehta Solutions

**Product Code:** case704

**Weight:** 0.00kg

**Price:** Rs500

## Short Description

# TUPPERWARE – INFLUENCING OPINIONS THROUGH WORD-OF-MOUTH

case study

## Description

Tupperware's famed 'Party Plan' strategy helped the company to connect with potential customers and generate sales from products which were priced at a premium as compared to similar products in the market. The company entered into tie-ups with FMCG players like P&G to increase visibility in the market. The caselet also mentions how Tupperware developed a fun atmosphere in the company.

Issues:

- » Effectiveness of peer group promotions over traditional mode of promotions like advertising
- » How alliances help in improving visibility among the brands involved in the alliance
- » The need to look for alternative sales generating options other than direct selling to generate revenues

Introduction

Tupperware, a direct selling company entered India in November 1996. Tupperware

adopted a three-tier network structure. At the lowest level was the Dealer. One rank above the dealer was the Manager who operated a team of six dealers. The manager also had to sell like the dealers, in addition to motivating and training dealers. She got a commission on the sales of her team...

**Questions for Discussion:**

**How did Tupperware use parties to increase sales of its products?**

**“Tupperware’s marketing strategy was described by its three Ps – Product, Party Plan, and People.” What was unique about Tupperware’s marketing?**

**Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**