

### **Session 03.**

#### ***The Brita Products Company (Monday, February 7).***

#### **Discussion Questions**

1. What are the customer needs in the home water filtration markets (pitcher, faucet, etc.) and how are they fulfilled? How are the brands positioned with respect to these needs?
2. What drives profit in the home water filtration market? Hint: Consider Brita's forecasting model as described on page 4 of the case. Use it to forecast sales of systems and filters through 2004 assuming a conservative 5% per annum growth in the sales of systems. Spreadsheet available on SloanSpace.
3. If PUR were not a threat, how would you manage the Brita brand?
4. Why has Brita been successful in defending against Culligan, Electrolux, Sunbeam, Kenwood, Corning, Melitta, Rubbermaid, Teledyne, Omni, and Mr. Coffee? What are their strengths against PUR?
5. Should Brita enter the market for faucet mounted water filtration and, if so, how aggressively should they enter the market?

#### **Case Readings**

The Brita Products Company (9-500-024)

Note on Defensive Marketing Strategies