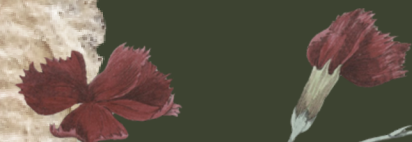




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*Giant Consumer Products: The  
Sales Promotion Resource  
Allocation Decision*



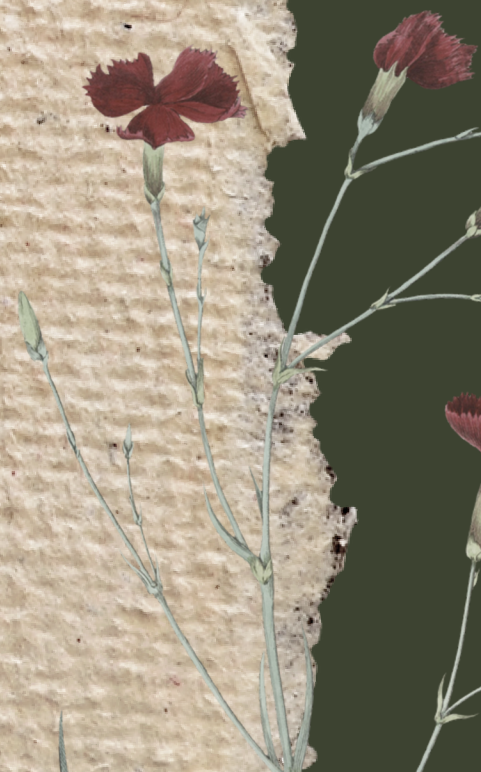
# *Introduction*

**The Giant Consumer Products (GCP) case presents one of the most important business decision issues of financial resources for sales promotion. GCP a consumer goods manufacturing company is faced with the challenge of getting the most sales and profits without attacking the profits if the authorized budget and high stiff competition.**



# Core Problem

The main challenge in the case of GCP is focused on problems of how the company should distribute the sales promotion budget between the regions and products. There is always the question of short term sales volume gain or creating overall brand value in the long run.



# *Analysis*

**Looking deeper into GCP's sales discovery you get to see that there are notable differences in the products' revenue performances and the regions. For example, some products, like frozen desserts, may have a high index in particular areas of the globe but very low incremental growth in other zones. Key considerations include:**



# Conclusion

The GCP case provides a good example of the problems with resource distribution in a market economy. In this case, the following are the benefits GCP can attain by matching promotional strategies with data insights to work for the improvement of its profitability; consumer loyalty; and defensive competitive position running a business in the consumer goods industry.



# Resource

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