

Client Analysis

Customers

According to 2017 Statistica data¹, Dawn had the largest amount of total sales with 624 million dollars.

The use of Dawn Dish Soap applies to anyone who is old enough to wash dishes. As a college student I have seen a heavy prominence of the product in dorm rooms and university owned housing. It is also popular for families because it can be used for other purposes besides washing dishes. These can include grease remover, shampoo, and window cleaner.

Some of the things that attract people to Dawn besides the environmental factor is that the soap is biodegradable and phosphate free. As stated above it can also be used in a variety of different ways.

Product Issues

It has been shown that Dawn dish soap has been used to clean wildlife affected by oil spills. People are drawn to buying the soap as the company has said it donates \$1 per every bottle sold. The thing they do not tell you is that you have to go and manually enter in the code for this to happen. This is not practical for the average busy American. Due to this, a lot of money is being lost that could be contributed.

Is Dawn really biodegradable? According to the Dawn website it states that the company uses biodegradable surfactants. The use of fake colors and scents are not natural and can have negative impacts on the skin. This concern has been addressed because there is now a “Dye Free” option. The bottle also does not list the ingredients that are used and some people say the company is “hiding something” by doing this. The Environmental Working Group gave Dawn a ‘D’ because it contains methylisothiazolinone which is listed as a “High concern: acute aquatic toxicity”. Some of the issues that can be caused by this are skin irritation and skin allergies. The soap is also said to contain 4-dioxane which is listed as a groundwater contaminant.

<https://www.practiganic.com/2014/05/dish-soaps-good-bad-and-toxic.html>

Niche Market Analysis

According to Amazon, the top selling dish soaps are Mrs.Meyers Liquid Dish Soap, Dawn Ultra Dishwashing Liquid, Seventh Generation Dish Liquid Soap, Dawn Platinum Dishwashing Soap, and Palmolive Ultra Dish Soap. The listings are shown below.

Mrs.Meyers Lemon Verbena 16 Fl Oz, 3 pack @ \$11.64

Dawn Ultra Original Scent 2 count 56 oz. @ \$13.95

Seventh Generation Dish Liquid Free and Clear 25 oz Pack of 6 @ \$17.28

Dawn Platinum 24 fl oz Pack of 3 @ \$15.22

Palmolive Ultra Soap Oxy Power 32.5 fl oz 4 Pack @ \$11.58

Each of these are used for the exact same purpose however some are catered to certain lifestyles and personal choice. For example, Mrs.Meyers dish soap is plant derived, biodegradable, and cruelty free.

Dawn has a total of 15 products with various scents. On their website they have categories for citrus, fruit, herbal, fresh, exotic, natural, and original scents. Some are available in a foaming option. In addition, there is also antimicrobial soap, gentle clean, and botanical options. From their website they give off the image of a typical family. The main goal is to make dirty dishes sparkling clean no matter what is on them. This is achieved using the least amount of product possible because the soap is so powerful.

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