

an innovative introduction that totally changed the foreign brand dominated Sri Lankan joss stick market. Amritha provides 7 different fragrances which caters to Sri Lankan aromatic preferences. Another remarkable innovation is the introduction of Bio Clean. A toilet sanitization product which is not just effective in its functions but also first and the only biodegradable toilet bowl cleaner available in Sri Lanka. Bio Clean is a biodegradable toilet cleaner made of an organic acid which fully degrades in to the soil after use. This product is the first of its kind as the introduction of a bio-degradable toilet cleaner makes the existing intense competition from other big players such as Harpic irrelevant creating a brand new uncontested market space for its product.

EB Creasy offers two star class brands under personal care. Bic is the number one shaving range in Sri Lanka with a market share of 75%. Exceeding 11 million in global sales each day, Bic Shavers are today the No. 1 disposable razor in Sri Lanka. EB Creasy also offers tooth brush brand under the brand name Denta which is currently the market leader in the toothbrush category. In a time when the toothbrush market was focussing on oral hygiene, Denta came up with a turnaround strategy turning the attention of toothbrush users from cavity free oral hygiene to beauty and appearance. The company identified the original buyers of toothbrushes as the mothers and therefore came up with a strategy which associated aspirational values to the brand. This change of targeting opened up a new market space for Denta which helped it to eventually be the market leader in toothbrushes. The communication focus changed from addressing functional benefits to one which addressed the emotional benefits of the consumers. The company is also engaged in manufacturing confectionery products as well as importing food products through its subsidiaries. Its flagship product is the internationally renowned medicated candy “HACKS” which is manufactured under license from Cadbury Schweppes Overseas Ltd, U.K. since 1985. EB Creasy has their own flavoured candy under the brand name “Candyman”. They also produce bakery ingredients such as Darley margarine and yeast.

Company had faced failures in their attempt to launch some products such as Tooth paste, ball point pens, importing & selling three wheelers due to the broad reasons of lack of product knowledge and after-sales, launching of products which couldn't draw strength from existing distribution network being a non-FMCG, choosing wrong marketing and product placement