



**BIC**

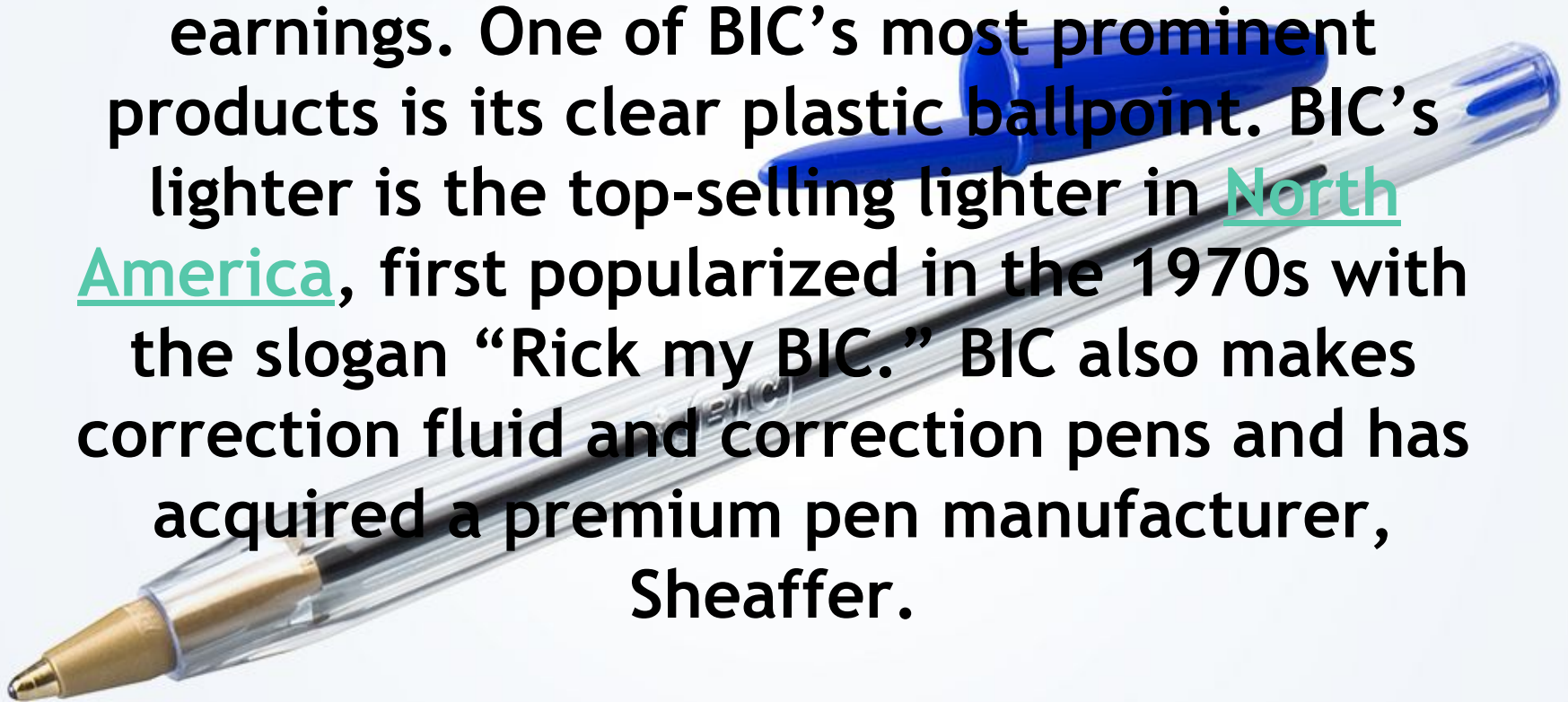


*Angelina Vrublevskaya  
Ebenizer Safro*



**BIC Corporation is the country's leading manufacturer of disposable ballpoint pens and cigarette lighters. It is also an industry leader in the production of disposable shavers. BIC has extensive manufacturing facilities in North and [South America](#), including in [Toronto, Canada](#); Milford, Connecticut; Clearwater and St. Petersburg, [Florida](#); Guatemala City, [Guatemala](#); and Cuautitlan, Mexico. BIC's products are primarily low-cost plastic items. Its pens, lighters, and shavers are typically the most affordable in their category, retailing for less than other brands.**

Pens comprise about half of the company's production, as well as half of its sales and earnings. One of BIC's most prominent products is its clear plastic ballpoint. BIC's lighter is the top-selling lighter in North America, first popularized in the 1970s with the slogan "Rick my BIC." BIC also makes correction fluid and correction pens and has acquired a premium pen manufacturer, Sheaffer.



## **Company Perspectives:**

**Bic's core activities are the manufacture and sale of stationery products, lighters and shavers. Bic monitors the entire manufacturing process, giving constant attention to the development and improvement of its products. Bic's aim is to provide consumers with top quality products for their day-to-day lives at the minimum fair price.**

## **MADE TO LAST**



**It's always been about modern design -- and reliable, lasting performance. The BIC® Cristal® ballpoint pen that writes for more than 1.2 miles (2 km), the BIC® Maxi full-size lighter that offers up to 3,000 steady lights, the BIC® Flex razor that delivers up to 10 shaves...**



## **QUALITY AND SAFETY**

**Well-trained employees, a rigorous quality control system and a focus on continuous improvement by the Research & Development team ensure BIC products are of the highest quality.**



**100%**

of pen balls are made through a highly-controlled process.

Perfectly spherical, they are almost harder than a diamond.



**100%**

All BIC<sup>®</sup> pocket lighters meet or exceed international standards and regulation requirements.

(ISO 9994, EN13869, ASTM F400, US CPSC)





**100%**

All razor blades are visually inspected:  
dimensional statistics checks, sharpening  
angle measurements, perfect smoothness of  
the blade-edge assessments, etc.

**BIC**

**MISSION STATEMENT**

**“We offer Simple, Inventive and Reliable choices for Everyone, Everywhere, Everytime”**

# HISTORY

**1944:** Founded by Marcel Bich

**1950:** BIC® Cristal® ball point pen

**1973:** BIC disposable lighter

**1975:** BIC Shaver

**1979:** BIC Sport®

**2012:** BIC Education

**2014:** Celebrating 70 years!



# BIC's Four Theories of Excellence

## Customer:

- Phenomenal Customer service program on BICWorld; responsive representatives
- Interactive site with consumer blogs

## Operational:

- Variety of goods that appeal to a multitude of buyers helps to build strong relationship with retailers

## Product:

- Variety of well known products
- Recently made an effort to go green

## Locational:

- Sold in over 160 countries and over 3 million retail outlets world wide!
- Available anywhere stationary and toiletries are sold
- Very accessible



# TARGETING

BIC aims to create a balanced product portfolio, that pursues the three types of consumers based on their needs and behavior.



# Place

UK Headquarters: Clichy, France

US Headquarters: Shelton, Connecticut

Products sold in over 160 countries

FOR EVERYONE  
EVERYWHERE



# POSITIONING

1. Reliable products, value for money products for regular household purchasers



2. Premium high quality products for the consumer that wants 'something special'



3. Novel, eye catching products, sometimes with a fairly short life cycle for impulse buyers



# PRODUCT DEVELOPMENT

Bic constantly is making new designs and new skins to go onto their products, especially their lighters. They have hundreds of different designs for their lighters to keep the consumer interested. They also have specialty items for certain times during the year.





# MARKET PENETRATION

In order to hone in on the age of digital consumers BIC recently revamped their whole website to be more interactive and user friendly.



The site offers customer forums, company information and is even launching a children's coloring application to reach a wider variety of consumers!

**THANK YOU FOR ATTENTION !**