

development.

Because Tupperware has their company stationed globally, they have the ability to sell globally. And therefore they have customers with different wants and needs. With that they are able to sell their huge variety of products. This is a benefit for the company, as well for the marketing to have their name out there as for the profits.

Tupperware offers a lifetime guarantee on their products which some other store may not offer. Here for Tupperware will have more loyal clients because they have the security that they will be provided with the best services if there would be any problems with the product they purchased.

Threats

The home solutions, kitchen tools and everything else that belongs to the sector of Tupperware brands, is becoming price competitive. This means that in a small amount of time, consumers will be shopping around elsewhere searching for a better price.

If the external factors such as weather changes or natural disasters, epidemics/pandemics strikes, and political instability happen, there is a possibility that they will have an impact on the willingness or capability of consumers to appear at parties or otherwise use the company's products. The supply and cost of raw materials, particularly petroleum and natural gas-based resins may have an impact on the accessibility or profitability of the company's plastic products.

Comparison

For the comparison with Tupperware I will use the brand Sistema. Both Tupperware and Sistema have a similar range of "on the go" products for storage of food and water. The product that I am going to discuss that both companies have is the lunch box, This product from Sistema costs \$8 where a similar lunch box of Tupperware costs \$20. Now maybe Tupperware will state that it is so expensive because they use the best raw materials, to make the product long lasting. But if you look at the design, Sistema has thought about it more than Tupperware. For example where Sistema installed the cutlery in the box, Tupperware put it on top of the box. So there for they tend to be more fragile, an example losing the cutlery. So in this case, in my opinion you will not get more for the product because of the higher price.

If I would be asked to recommend one of the two, I would recommend the one from Sistema. Because it is less expensive, a better design and if the quality would not be better than Tupperware, since it only would cost me \$8 instead of \$20, I would just buy a new one, and it would even cost me less money.