

## Developing Marketing Strategies and a Marketing Plan.

1) In about 100 words, discuss what I said about why Nike bought Umbro, and why Adidas bought Reebok.

When Nike bought Umbro, they achieved big success, the company made an entrance to the European commerce (which was Adidas home market), Nike expanded its costumers range going international, and growing their commerce segment promoting its products in another country. Adidas didn't want to stay behind them so their move was to buy Reebok, an American based company, and take over Nike's USA market to expand their products and get new customers. Both actions were a really smart move to increase their sells and promote their brand in a new area, the more people gets to know a brand, the more chances the brand has to make sells.

2) What items did we discuss that would help you maintain a sustainable competitive advantage?

Costumer excellence, operational excellence, product excellence and locational excellence.

3) In order to maintain a sustainable competitive advantage, a firm should examine its operations and consumer relations to identify significant things that what?

That competitors can't easily copy because once you have a good and original idea it's more difficult to compete it.

4) What can Lufthansa do to maintain its Customer Excellence?

They offer extras on their service like free drinks, massages, manicures for first class, etc. all of this to make the experience of flying with them something different from the other companies.

5) After your grueling 12-hour flight, what did your hotel do for you to maintain Customer Excellence?

On the example that's mention, someone helps you out to get ready your suit for the meeting of tomorrow morning.

6) How did we say a bank could take advantage of the lifetime value of customers?

Through a kid's bank account so when the kid is a grown up, eventually, they'll change to a real account on that same bank because they were well treated. It's like making a long-term investment on future customers.

7) What does Walmart do to achieve Operational Excellence?

They maintain a more efficient supply chain by saving money but also making their customers save their money on every sell because Walmart can control the price.

8) How does Bridgestone relay its Product Excellence?

They talk about how price and quality don't always go along one and another.

9) Why is a Competitive Advantage based on location sustainable?

Because the location can determinate how much sells you will have, a good location can boost your sells and a bad location can make your business go broke.

10) The world is full of good plans, poorly executed. When initially introduced, why did the diapers designed differently for boys and girls fail?

Because every product has to be specifically designed for the market segment it's meant for. In this case, due to their anatomy, boys and girls don't wet the same parts of the diapers.

11) What word did MADD select for their mission statement to drive home their point and why?

"Violence" is the word they chose to make more emphasis on the amount of people that die over a crime committed in an unconscious state.

12) Create a SWOT analysis for Kingsborough and a competing college. (This can be part of your uploaded word doc or a separate page that you can upload into blackboard.)

Kingsborough Community College	<i>Internal</i>	<i>Strengths</i> Good teachers Big campus Low tuition	<i>Weakness</i> Can't add more than 5 classes
	<i>External</i>	<i>Opportunity</i> 2-year college Good programs for students	<i>Threats</i> A lot of people in the classrooms
Brooklyn College	<i>Internal</i>	<i>Strengths</i> Good teachers Quality education	<i>Weakness</i> Not a lot of programs for students
	<i>External</i>	<i>Opportunity</i> Nice campus	<i>Threats</i> A lot of students transfer to other colleges

13) How does Hertz segment their markets?

By specifically separating the different type of customers they usually have.

14) Identify how Baby Belle/Laughing Cow cheese implements each of the 4 P's.

They have a very innovative and practical product which easily covers the 4 P's: they are portable, convenient, easy to eat as a snack, price is good, can be found in your local store.

15) How does Amazon create value with the Kindle?

They created a very useful, easy and convenient product for people that like reading and it makes it cheaper than buying a book, it's also better than carrying 5 books at the time.

16) How did we discuss Sephora delivers value?

Sephora always tries to solve the customer's need by delivering the product they don't have at that moment to the customer's door instead of just letting them go to the competitor and buy from them.

17) How did we discuss Staples delivers value?

Staples, just like Sephora, tries to satisfy the customer's need even if there is a problem, just as long as the sell is done.

18) Describe in detail, the BCG matrix.

It's divided in 4 segments and it will help you plan long future to see what's working in you business and what isn't.