

Build-a-bear analysis essay



**ASSIGN
BUSTER**

1. Give examples of needs, desires and demands that Build-A-Bear consumers demonstrate, differentiating between each of these three concepts. What are the implications of each on Build-A-Bear's actions?

R/: When we speak of need we mean something that affects human behavior, an indispensable resource for their welfare. In case of children do something fun and spontaneous. This need becomes a desire to obtain a product / service satisfaction, in Beard Build a customer can get a toy that not only meets the need to play but the desire for something unique. For this reason the application requires a product to satisfy a need also contains an added value.

2. In detail, describe all facets of Build-A-Bear's product. What is being exchanged in a transaction of Build-A-Bear?

R/: The process begins at " Choose Me" Station where costumers select an unstuffed animal skin from a box. At " Stuff Me" station, the animal comes to life as child operates a foot pedal that blows in the amount of " fluff" that he chooses. In " Hear Me" station, customers decide if include or not a voice box. In " stech me" station child stitches the animal shut, " Fluff Me" where children can give the animal a spa treatment, " Dress Me" where can find all kinds of accessories and finally " Name Me" where a birth certificated is created with the children selected name.

3. Which of the five marketing management concepts best describes Build-A-Bear Workshop? R/: Within five marketing management concepts, Societal Marketing concept is what best describes the work in the company Build-A-Bear because holds that marketing strategy should deliver value to

customers in a way that maintains or improves both the consumer's and society's well-being; for instance, in this case we see that customers are most important in the company and the contributions they make are of great help to improve and increase productivity at Workshop. Furthermore, the communication through Internet has facilitated and strengthened Company-Customer relationships. Also, it is important to say that Build-A-Bear emphasize in children's contributions to the company, because their thoughts can help achieve a better product on the market and attract the attention of customers.

4. Discuss in detail the value that Build-A-Bear creates for its customers. R/: Build-a-Bear was created at the foundation with the expectation to create a organization that no sell just a teddy bear, to sell also the experience of create your own and personalized toy but including its creation and the experience that lives the whole family in the process. Customers are not only children as well their parents have to be on the process to help the child on the personalization help the child on the personalization of the toy.

5. Is Build-A-Bear likely to be successful in continuing to build customer relationship? Why or why not? R/: Since de beginning the culture or the idea of Build-a-Bear is to create a experience of live while they sell a product. Maxine Clark decide to be in direct contact with the customers, asking personally how they want that the process be, what they might improve, or just how they are living the experience. This constant contact cause that customers feel like they are part of the company not just a consumer. The fact that they are involved during the production process help to create a strong relationship with the customers.