

Brookes brother firm

Business



Brookes Brother is an American firm that has been manufacturing and selling clothes since 1818. The company has survived and succeeded in an industry that is dominated by China and other emerging economies that offer cheap labor. A strategy that the company is targeting is attracting younger customers to its stores. There are several strategies that the company can use including advertising through social media, e-commerce, cellular advertising, and video game advertising. Out of these three strategies the one with the most potential is social media advertising. Brookes Brother already has a presence on Facebook, Twitter, YouTube, as well as its own Blog. As Ralph Lauren once said “ I don’t design clothes, I design dreams” (Allgreatquotes). The internet has become the dream innovation for the fashion industry. Ecommerce sales are rising in the United States and abroad. It is estimated that global ecommerce sales will reach \$963 billion by 2013, while the United States is expected to reach \$235 billion in sales within three years (Davis). The apparel industry is growing due to a rise in population and a rise in the income capacity of consumers in emerging economies. In the United States in 2010 the retail sales of clothes and accessories was \$218 billion (Plunkett Research).

Facebook is the top social media website with over 750 million users. The company must advertise itself using Facebook. Due to the lack of knowledge of the company in social media advertising the firm must hire a professional marketing consulting firm to develop a strategy to maximize the firm’s exposure to its target market of people between the ages of 16 to 30 years of age. The use of a downloadable game sponsored by Bookers Brother is a great way to attract traffic from Facebook users. The company should hire a team of young writers to develop original slogans and conversation topics to <https://assignbuster.com/brookes-brother-firm/>

discuss on Facebook, Twitter, MySpace, Foursquare and other social media websites. Foursquare is a radical social media network for cellular devices. The video game industry is a booming industry that attracts a lot of young people. The video game industry generated \$15.6 billion in the United States and \$59 billion worldwide in 2010 (Plunkett Research). The company could sign contracts with the video game developers to dress the characters using Brookes Brother clothesline. Advertisement of the stores should be integrated into the games as well as the store to be featured as a location within the video game.

The Brookes Brother Company is a tremendous firm that has survived in an industry that is disappearing in the United States. The firm identified the long term strategy of targeting young people. The use social media particularly Facebook is critical to the success of the online advertising strategy. The help of a professional consultant will be inquired to identify the best strategic approach to optimize its social media efforts. Due to the rising popularity of video games among the youth the firm will sponsored a downloadable game for Facebook users as well as looking for opportunities to advertise inside the world of video games.

2) What is the companys core competency?

The core competence of Brookes Bother is selling of clothes to both men and women.

3) Its competitive advantage?

The company has several competitive advantages including quality of labor, brand value, and expertise in the domestic U. S. clothes marketplace

4) Is its competitive advantage sustainable?

The sustainable advantages of the company are sustainable because brand
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value and human capital increases over time.

Work Cited Page

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