

Business strategy

[Business](#), [Strategy](#)



Victorians Secret, in both its' business and e-business components use a B to C business strategy that focuses on the same market segment and economics in both channels. Strategically the company focuses on individual business processes instead of its' business model so that it can improve upon some of them with technology as this avoids a primarily internet-driven business model which could affect the sales of their retail locations.

Their business processes that support their verbal selling and purchasing activities for their physical locations can be utilized by the e-commerce channel of the business as well as the retail locations which is a strategy implemented in order to reduce transaction costs by improving the flow of information within the company and its' channels. This helps to coordinate the actions for both channels which is useful in maintaining the same brand standards regardless of where the consumer is buying the product.

An example of this would be the technique library database the company established which is shared among all regions/suppliers and includes company standards of design and production. Victorians Secret implements a business strategy that makes use of multiple marketing channels such as their retail stores and e-commerce channel. They utilize a 360 degree approach for the website with channel cooperation regarding their already established physical locations.

Victorians Secret strategically avoids channel conflict by differentiating certain products such as best sellers and only offering them for sale from Victorians Secret, In both its' business and e-business components use a B to C business strategy that focuses on the same market segment and

economics In both the e-commerce channel of the business as well as the retail locations which is a be the technique library database the company established which is shared among.