

# The barbie cafe essay

[Business](#), [Marketing](#)



The Barbie doll was created in 1958 and since then has created several marketing strategies that have enabled it to position itself in the market and have made the Barbie doll as an icon and a model of beauty and lifestyle of the woman in time.

Initially, marketing studies resulted that the doll was not what consumers expected, because girls at that time were interested in playing mum with toys representing babies and this new doll was too sexy for interested to potential consumers. To call the attention of your target, take into account some characteristics of the wrist as that could make up, dress, etc, and wondered what for serve this to a little girl, they found that at the end of the 50 in the U. S. The mothers of these girls believed that the best thing for them was to find a good man she married; Barbie takes advantage of this to sell the doll as a model of the reflect life which also served for the girls practiced the makeup, choosing the appropriate clothing, etc.

. This was the first clear marketing action Barbie implemented to achieve a position in the market and generate thousands of sales, between the first action and trash past decades and thousands of strategic actions that have allowed Barbie retains its important place in the market and the bodies of their consumers. The more recent strategy that has Barbie is the opening of a coffee shop with everything that characterizes the brand. The Barbie cafe is located in Taipei (Taiwan), all decorated and dress of employees reflect the spirit of the brand, employees wear crowns pink. The cafe offers its clients meals inspired by the life of Barbie, this action seeks to create another space in which to experience the brand really well maintained and move in the market. [Http:// www. Bridesmaid.](http://www.Bridesmaid.)

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