

# See word

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



Should American apparel try to better align all the elements of its marketing strategy, or would continuing to generate this sort of controversy actually benefit the company by drawing more attention to its products?

### Introduction

American Apparel deals in the sale of garments on a global scale. It mainly produces clothing for the young adults. The following analysis looks at the various aspects of the company with an intention of proposing what the company should do regarding its sexual marketing campaign.

### The 3C's

#### Company

The company is widely admired for the stance it maintains on pro-labor practices. It supports the employment of immigrants, and provides its employees with a wage that helps them meet their needs successfully. More to this, it advocates for the conservation of the environment as it uses organic cotton and recycled materials to make its products. These aspects endear the company to the public as they take social responsibility seriously. Consequent to this, many customers are drawn to the company, thus promoting the sales of the company. However, the sexual campaigns used by the company to advertise its products expose the employees to sexual harassment, thus interfering with their dignity. Therefore, the company ought to discontinue the marketing strategy, and promote the dignity of its employees.

#### Customers

American Apparel serves both male and female customers. This enables the company to sell its products to a wider population, hence attracting a

considerable portion of the population. It provides the customers with clothing required for daily use, thus meeting their basic needs. However, older customers who visit the premises of this company tend to get shocked by the adverts used to display the garments, which deters most of them from completing a purchase. This leads to a considerable loss of revenue, which affects the company's profitability negatively, thus necessitating a change in the marketing strategy.

### Competitors

Competitors in this industry apply marketing techniques that maintain the dignity of individuals. Consequently, customers would prefer buying their garments from such companies, instead of a company that promotes sexual behavior. This compels American Apparel to transform its strategy, to maintain, and attract a large pool of customers.

### Overview of the STP for the Company

American Apparel serves the global world. However, it specializes in selling to young adults above the age of twenty (Richard Ivey School of Business Foundation 1). Different countries have different cultures that guide their value system. Some countries maintain a restrictive culture, where decency must be upheld, but other cultures seem to be more liberal. Given the restrictive cultures of some countries, sexual advertisements causes more harm than good to the organization, leading to a decline in sales. Therefore, this company should be sensitive to the values of the people they market to, and adjust their strategy accordingly.

### Overview of the 4P's of the Company

This organization concentrates on the production of knitwear, such as t-

shirts, jeans, and underwear, which it designs in appealing designs that attract most customers to purchase the garments. The products get offered at a reasonable price, as well. Therefore, more people afford the garments, thus attracting more people to buy the products. More to these, the company maintains several retail shops, which ensure easy access of the products worldwide. Additionally, the company promotes its products in a unique way as it uses a sexually based approach to market its products.

Given the wide market for the company's products, the fair price, and global coverage, American Apparel should concentrate on a building a positive public image. A positive image begins with redefining its marketing strategy to one that promotes the dignity of humanity and one that fits the entire globe.

#### Conclusion

The marketing strategy that a company employs contributes greatly to its success or failure. Given appropriate company values, plenty of customers and minimum competition adds to the prosperity of the organization. More to these, operating on a global scale to a specific target market allows the company to specialize accordingly. Offering fair prices also enhance business growth. However, missing a single aspect can ruin the entire business.

Therefore, every organization ought to implement a balanced marketing mix that promotes the overall competitiveness of the organization.

#### Works Cited

Richard Ivey School of Business Foundation. American Apparel: Unwrapping Ethics. Ivey, 2012.