

Cutco case

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



Cutco case analysis The following is an analysis of the marshalling evidence that supports the identified problems and the recommended course of action. Under the assumption that the knives of Cutco Corporation will be sold in all Oreck stores, it is recommended that the corporation should only sell this brand to specific regions in the United States where the company's brands are well-known. The recommended regions include Midwest, Northeast, and Eastern regions. Selling the knives in regions where Cutco brands are well recognized will result in higher sales volume (Kerin and Robert 13). We recommend the mentioned regions because Cutco Company was started in Olean, NY and most people are aware of the quality of its commodities thus attracting a large group of customers.

Another advantage of distributing the brands to the mention regions is that the company will incur less shipping cost compared to distributing to all regions of U. S (25). This is because the regions are near the manufacturing centers in Olean, instead of distributing to all regions. Apart from cutting down the number of Oreck stores, it is also recommended that the corporation makes use of other home appliance and high-end kitchenware stores. The target stores should be Sur La Table, Sonoma, Crate & Barrel, and Restoration Hardware. These retail stores specialize mainly in home furniture, kitchenware, kitchen appliances, and bathroom, bedroom, and lighting appliances.

Therefore, distributing the products to these stores means that the products will be well-known by customers who do shopping in these stores. These stores have customer market that already exists only that they are not aware of Cutco brands and this will increase the company's brand

awareness. This is the phase 1 of the implementation plan and phase 2 will be distributing products to larger stores, which include Dillard's, Bloomingdale's, and Macy's because they are within the company's target price. Distribution to these stores will also increase the awareness of Cutco brand and the sales (34).

Work cited

Kerin, Roger A, and Robert A. Peterson. Strategic Marketing Problems: Cases and Comments. Boston ; Munich [u. a.: Pearson, 2012. Print.