

Layaway marketing plan

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



Company, which soon became the country's leading starch supplier with its flagship product, Layaway; ay Gewgaw (laundry starch). The company primarily specialized in repacking flour and coffee products. In 1966, the business was converted into a corporation, as it expanded into the distribution of pomade, candles, candies, and Cowboy Marketing plan By urination's sauces. By 1974, under the second generation management headed by Ben Chant's brother Manuel Chant, ELM diversified into the manufacture of snack foods such as " Shish Prawn Crackers" and " Keri Yummy Flakes. " Ben's brother Carols

Chant founded Layaway; ay (China) Company, Limited which has become a salty snack powerhouse in mainland China. Ben went to school in Manila, but moved to San Francisco for an interior design course. It was there where he immersed himself in design and art. Upon his return from the US, he established Dimension, a modern furniture store, and Finale, an art gallery. In 1987 he started a small t-shirt shop in Manila's SMS department store. His t-shirts were known for its affordable prices and distinctive style. It would eventually become the beginnings of Bench, the fashion clothing line, under thefamilyowned Sunny Corporation.

Chant is a legend in marketing strategies such that he is one of the first Filipino entrepreneurs to value the concept of celebrity endorsers and image models. In 1988, Ben hired a young new actor; Richard Gomez; as its first image model. As Gomez shot to fame, so did the brand Bench. Other endorsers included Lucy Tortes (who would later be Genome's wife), models Marc Nelson and Borg Maniwoc, and actors Dither Camp and Richard

Guttering. Besides beautiful young image models, Ben Chant also pioneered the use of more eclectic endorsers, such as artist

Ben Cab, socialite Mari Priest, and congressman Devotedly Locals. Chinese supermodel Lu Yang, the runner-up in Cosmopolitan World's International Supermodel Competition held in Paris was selected by Chant to be the image model of Bench in China. In 2003, Asian superstar Jerry Yang became Bench's image model in Asia. Actor- singer Peter Ho was also chosen to endorse the apparel brand in 2005, and in the following year, actress-model Quo Wing was chosen to be the chain's female endorser in China. Ben Chant's forays into both print and TV advertising created waves.

One of his first TV commercials, " A Day in a Culler's Life" created in 1991 by Risky Toledo and Chit Vicinage featured no voice over nor copy. It depicted an image model rowing stylistically to the sound of Chopping " Claire De Lune. " The ad's daring concept was rewarded with a Best in Cinematography Award at the Philippine Advertising Congress. HISTORY OF THE COMPANY Bench was founded in 1974 by medical scientist Denies " Deeded" Demand with a vision of being the kind of firm that listens to every client's needs and delivers, with no excuses. As Founder, Chairman and Chief Executive Officer, Ms.

Demand and the Bench global team has made Bench one of the most successful, specialized retained executive search firms in the world. Bench started with the belief that the traditional retained search model lacked a focused commitment to the client. The conventional model was broken, and still is. Ms. Demand identified the growing need for a retained search firm

that catered to international businesses seeking top professionals in the life sciences. From the outset, Bench has been committed to accountability, ethical business practices, and diversity part of its overall mission.

Over 30 years later, this approach remains the cornerstone to Bench's success. As a female-owned and operated company, Bench is renowned for its proficiency at retaining top talent among women and minorities. Bench does not recruit placed candidates and believes in full disclosure; honorable commitments that make our work harder but serve our clients better. Bench continues to base the firm's best practices around this simple credo: The best deals benefit everyone involved, including the client, the candidate, and the inner circle affected by the candidate's career.

A fashion brand that offers premium quality products at affordable prices. Bench/ opened up as a small store selling men's t-shirts. The company has now grown to include a ladies' line, underwear, fragrances, housewives, snacks and other lifestyle products. The company's growth can be attributed to their use of celebrity endorsers, television commercials and giant billboards along the busy streets of the metro. Bench International has earned clients' trust as the most reputable executive retained search firms serving the life sciences industries.

Bench is the oldest global, female-owned retained search firm specializing in the life science and healthcare sectors. It's the only firm of its kind that provides a milestones and accountability-based fee structure that's tied to our performance and the long-term success of our candidates. Headquartered in Los Angeles, California, with hubs in New York, the United Kingdom,

Switzerland and Australia, Bench has built a vast network of more than 78,000 candidates around the world. We are members of, invest in, and support hundreds of professional associations and alliances in the sectors we serve.

The Bench International team comprises more than 30 seasoned executives, many with deep experience in life sciences recruiting. Each team leader possesses an extensive background in industry leadership and superior expertise in recruitment. Our professionals embody the very qualities our clients seek in their employees: experience, talent, stability, commitment and diversity. We are one global team with multiple regional sites and no competing offices, providing a multidimensional team approach to serving clients' needs. We do more than just recruit; we focus on the long-term impact candidates will produce for our clients.

That's why our full-service approach to recruitment includes wide-ranging retention programs and strategic consulting support with an eye toward our clients' mission-critical platforms and their future. We ensure that clients not just fill a position in the moment, but foster an environment that nurtures its employees as retained assets over the long term. Beginning in 1987 with a small store selling men's t-shirts, Bench grew at an unparalleled rate by being the pioneer in the use of celebrity endorsers, television and giant billboards to propel a fashion brand that offers premium quality products at affordable prices.

To date, Bench has grown to include a ladies' line, underwear, fragrances, housewives, snacks, and a wide array of other lifestyle products, with the distinction of being present in virtually every retail space in the Philippines,

and with a worldwide network of stores and outlets, reaching as far as the United States, the Middle East, and China. Bench was at the heart of this energetic, exciting time, taking its inspiration from the people around it to make innovative, relaxed clothing, purpose built for the urban world they lived in.

Back then Bench was a brand worn by people whose sole purpose was to wait for the weekend and go out in style. Office workers whose primary mode of self-expression was the person they became in the middle of a field surrounded by thousands of their peers. This generation was the first to want to 'large' their weekend. This generation paved the way for mainstream I-culture. And Bench is still at the very heart of that volatile energy.

These strong roots and this energy now resonates globally, with presence in over 30 countries and our own stores in the U.S., Canada, Germany, Spain, Portugal, Switzerland, Austria, Poland, Czech Republic, South Africa, and Russia. From our humble beginnings to our global status, we've stayed relevant and true by constantly striving to create innovative, fashionable clothes inspired by real people and the real lives they lead. And we still support these vibrant cultures to this day. Music and laughter is the lifeblood of our consumers, and us too.

We are present in iconic and eclectic music festivals, clubs and events worldwide, bringing our dynamic Bench energy to our people in their moments. The brand began in 1989 creating graphic t-shirt designs influenced by BMX biking and skateboarding. Over the years, Bench has evolved into an international lifestyle brand. And now sells not only menswear

but womanlier, - including denim, trousers, sweats, hoodies, belts, bags, skirts and dresses. The brand's Manchester roots can be seen in the montage of the Manchester skyline which is used as a design on both their messenger bags and price tags.

Local Some of the current local celebrity endorsers under the BENCH/ brands include long-time endorser Richard Gomez and wife Lucy Tortes, boxing champion Manny Pacquiao and wife Junkie Samara-Pacquiao, basketball players ABA imports Simon Atkins, Jive Cassia, Mackey Escalope, Larry Financier, Doug Kramer, Paul Lee, Rice Marathoner and Chris Tit and James Yap and PUPA basketball players Prince Carols, Kefir Raven, Mimic Slogan, Xeric Tent and Jerome Tent, teakwood Jinn Japan

Lizards, volleyball players Mark Fanatical, Rachel Anne Daiquiris, Princess Gasser, Melissa Going, Michelle Scumbag, Gretchen Ho and Mike Rexes, celebrities Polo Paschal, Sam Milky, Dingdong Dante, J De Vera, Dennis Trill, Tom Rodriguez, Carla Bellman, Angelica Panamanian, Dither Camp, Coco Martin, Richard Guttering, Raymond Guttering, Kim Chic, Shania Nagoya, Gerald Anderson, Jake Quench, Bruce Equable, Rafael Resell, Jon Avail, Daniel Mutagens, Victor Sicilian, Rawer Cruz, Orotund Cruz, AS Dee, Enchant Dee, Rob Domingo, Jay Falcon, Carlyle, Mike Lee, Asian Limb, Jesse Medical, Joseph Marco, Julia

Months, Kathy Bernard, Alibi Casino, Sam Conception, Daniel Patella, Allure Barbarian, Vine Barbarian, Megan Young, Bianca King, Solemn Hessians, Paulo Pavilion, Georgian Wilson, Sarah Alphabet, Love Poe, Rocco Niacin,

Steven Silva, Mezzo Pinned, Aaron Violator, Ay Villain, Drew Areola, Amelia Cantilever, Jason Francisco, Poking, and many more.

International None Tao, popular then as Channel Was V] was the first international endorser for BENCH', Popular Taiwanese band IF member Jerry Yang and Chinese model Lu Yang followed in 2003 followed by Daniel Honey, Peter Ho, Patina Line, Rock Xi and Quo Wing in 2008 for Bench Body.

American Idol Season 3 finalist Jasmine Trias became the 1st American Idol alumna to endorse the clothing brand. The Pussycat Dolls' Nicole Schrodinger also endorsed the brand in 2006.

A few more International celebrities are Filipino-American R&B singer Bruno Mars, American Idol Season 7 Runner-up David Archuleta, Joe Jonas of the Jonas Brothers,[2] Pretty Little Liars lead star Lucy Liu, K-pop duo Super Junior's Simon and Donghae and Australian actor Lima Westwood. [4] Dominique Monaghan, Allison Harvard, Sophie Sumner and Rain Hein of America's Next Top Model. American Idol Season 1 Runner-up Jessica Sanchez and Korean Superstar Min Ho, as well as The Vampire Diaries star Michael T. Russell, Maroon 5 frontman Adam Levine, Mom's Munchkin[5] and most recently Twilight actor Taylor Lautner.

O PRODUCTS/SERVICE OFFERED Men shirt V-Neck tee Buttoned V-neck tee Women shirt Long Sleeved Raglan tee Long Sleeved polka dot top Brief Low Rise Hipster Hipster Brief Perfume Oh May George EDT Lucky punch EDT Hair care Extreme Hold Styling Stick Make Up Color sheen Eyebrow Lips stick Color sheen Lipstick Swimwear LENGTH OF TIME IN THE PRESENT BUSINESS BENCH/ is a clothing brand based in the Philippines established in 1987. The

brand began in 1987 creating graphic t-shirt designs influenced by BMX biking and skateboarding.

Over the years Bench has evolved into an international lifestyle brand. And now sells not only menswear but women's wear - including denim, trousers, sweats, hoods, belts, bags, skirts and dresses. PROMOTION STRATEGIES APPLIED Promotion is considered as one of the most important branches of the APS. Bench invests more than they think is the most effective advertising medium, which is putting up billboards around the city. The company chooses wholesome personalities to promote their line. To be exact, they choose the up and coming and the "It girls and boys" in the industry.

They tend to steer away from personalities with bad reputations and issues. In short, they play on the safer side of the boat because they want to keep their brand's "wholesome" image. Bench also started to utilize their promotions by the use of the internet. Like other brands, Benchmarks provided their customers with online shopping on their website. So people can easily access their products and their latest events. When it comes to the percentage of their income spent on advertising, they are willing to spend 3% just for it.

Investing too much on promotion can be risky but then at the end of the day, it is worth every penny spent. Bench has been spearheading innovation in the clothing industry throughout the years. That's the reason why they have lasted for 25 years while their competitors have slowly waned down or completely shut down in the market. Bench always produces products that

are branded as timorousness must own and they always know how to market it as the hydrochemistry for their consumers.

They keep the brand fresh by electromagnetism, always creating a buzz around them and mainly because Tennyson how to satisfy their market " It's all about understanding your customer, knowing the right time to touch them, improve adoption and up-selling. It's important that when a customer leaves an account, that you are immediately informed. I love the fact that I get emails from Inside View telling me exactly what key things I should be caring about.

I create watch lists and I watch news about those companies and individuals within those companies. The value is being able to understand what is going on with that company, as well as people movement in the company. Inside View is helping us keep up on all of that without a bunch of searching. All the information comes to me. " Bench International Search, Inc. , an executive recruiting and consulting company, provides senior talent and executive recruitment, development, retention, and integration services in the United States and internationally.

Where performance gaps are identified, you need to ensure that development plans are put in place. You should also follow up to ensure the development activities are actually effective in improving performance. If they're not, you'll need to identify new learning activities that will. This is where all the hard work you did in identifying and defining competencies really pays off. If you've been thorough, you'll have clear definitions of each

competency. You can use these definitions to communicate organizational priorities and values to your employees.

You can also use them to help you identify or create learning activities that truly help develop these competencies in your workforce. Regular competency assessments and development activities will also give you a view of how your organization is performing overall, and identify performance or skill gaps in departments, divisions, or the entire organization. Using the data from your assessments, and analyzing it in this way will give you key insights into your bench trench. While you want to develop the competencies that are your differentiators in all your employees, there will always be a smaller body of employees who excel at them.

Your organization will also have employees who show potential for assuming broader roles or more responsibility. These are your high potential employees. It's vital that you identify these high potential employees. If they're valuable to you, they're likely also valuable to your competitors and to companies in other industries. Consider using your performance appraisal process or a separate talent assessment process to identify your high potential employees and assess their risk of leaving.

Once you know who your high potential employees are, you'll want to take measures to ensure you retain them. Typical retention tactics include compensation and training/development opportunities. But since everyone is unique in what they value, and in what motivates them, you should consider a more personalized approach. You should also pay careful attention to grooming successors for your high potential employees. Developing bench

strength is about developing pools or groups of employees, not just individuals.