

Marketing management

Business, Management



Marketing Slick al affiliation Marketing Slick Slick is a brand that deals with men's wear, ranging from clothes, and shoes, to male accessories. Slick targets middle class working men who want to look smart, yet cannot afford to shop in expensive malls, which are mostly perceived to target high class citizens. However, at Slick prices are very affordable for the target group. According to Perner (2008) customer satisfaction is a core principle, whereby, customer needs come before any other in the enterprise. For example, Slick is a one-stop shopping precinct for official men's clothing, which means that employees here have ensure they do all they can to provide whatever the customer wants regardless of time spent finding theses items.

As marketing strategy, Slick has chosen to use the song “ Sharp Dressed Man” to popularize its products. Slick's products will be endorsed by the band, ZZ Top. Slick chose this band and that specific song because; its lyrics depict how a smart man should look like. In this song, ZZ Top talks about how a man puts on a silk suit, a clean shirt, a black tie, cufflinks, and new shoes (Beard, Hill, & Gibbons 1983). As the song goes, every girl likes a man who is sharp dressed. All this encompasses the essence of Slick, which is to give working class men that enviable look.

It is important to know one's competition in business (Berry, 2012). Slick's major competitor is “ Masculine”, a mall that also specializes in men's wear. Located a few meters from Slick, Masculine puts pressure on Slick to ensure proper service delivery to customers. Unless Slick meets customer needs, then the latter may decide to leave for Masculine.

Both Slick and Masculine are one-stop shopping areas, where their

customers can shop for both clothes, and shoes. Just like Slick, Masculine targets middle-class working men. Both enterprises also offer matching accessories to accompany their clothes.

However, one major difference between Slick and Masculine is that, Slick conducts promotions for their goods after every six months, while Masculine does not have any promotions on their products. Another difference is in service delivery, where Slick offers home deliveries for purchased products, whereas Masculine's customers pick up the products personally.

References

Beard, F., Hill, J., & Gibbons, B. (1983). Sharp Dressed Man. (Recorded by ZZ Top). On Eliminator (CD). London: London Labels.

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