

Marketing and reactions impact revlon assignment

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1. Should Revlon concentrate its efforts on international markets? Yes. ???

More source of income. ??? More consumers ??? Increase market share ???

Cost beneficial 2. Should Revlon diversify its operations or develop joint

venture with other companies? Yes. ??? Joint Venture will lessen expense ???

Can get ideas from other company ??? Other company can provide

something that Revlon don't have 3. What role does innovation play in the

strategic planning of Revlon? Which specific type of innovation might Revlon use?

Innovations- create new product or new image for company oHair coloring-

use mostly by teenagers and adults 4. What is the role " branding" should

play in future growth strategies of Revlon? ??? Timeless, Unique and distinct

from others. oConsumer can differentiate which company sells the product

oThe brand will be remembered by consumers oAffect consumer spending

oAffect how consumer sees the company, its products and services 5. How

will competitive reactions impact Revlon's future plans? Change in

Company's management & decisions (ex. Acquisitions) ??? make the public

or other stakeholders worry olf public is not satisfied with the outcome- can

create a big impact on the succeeding years 6. What is the impact of social

trends and economic trends on companies in the cosmetic/skin industry?

economic trends: ??? Recessions/ depression odecreased sales of the

Company's products ; oadverse changes in currency oproduct

discontinuances ohigher than expected advertising and promotion expenses

Prosperity/stable oUse alternative strategies to gain competitive advantage

orecruit and retain skilled people ??? Social Trends oEthnic groups /

foreigners oWhether or not they will use the product oWhether or not it fits

their taste/ preferences oDepends on age and skin color 7. What plans should Revlon develop to pay off long-term debt? ostructuring indebtedness oselling assets or operations or selling division (divestiture) ocapital contributions 1.