

How sears does their marketing strategies

Business



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Marketing Strategies Used By Sears Company A marketing strategy is an approach that incorporates organizations marketing goals into a unified whole. Marketing strategy is derived from market research and it focuses ideally on the product mix to achieve determined profit potential. It is a process can allow an organization to concentrate its limited resources on the greatest opportunities to increase the sales and achieve a sustainable competitive advantage. Marketing strategies serve as the fundamental layouts for the marketing plans. The plans and objectives are generally tested and in measurable units. The marketing strategy aims at disseminating the right information about a product. This message may turn out to be positive or even negative. This can be seen in the case of Sears Company. Initially, the company had made good efforts in creation and production of their catalogue but made a mistake in their service delivery. The strategy that sears company used was innovation. This can be evident in the slogans that they used during their advertising. An example is “ Sears. Why else?” This had to create awareness to the target market that everything, which is needed by customers, is available at Sears. Sears Company had made good efforts in utilizing the marketing strategy that they had laid down. These strategies include laying out catalogues in every part of the neighborhoods to create awareness to the people of an existing company known as Sears. The company was to deliver parcels in the neighborhoods. Sears Company made a mistake in delivering the goods to the neighborhoods. This is because the destination they made for the goods was not the most appropriate. An example was delivery during the rainy period where the goods were carelessly left out to be rained on. However, Sears Company would have considered revising their marketing strategies

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since what they had was not enough and did not deliver according to customer's expectations (Albrecht et al 3-5). To avoid this, Sears Company would have carried out a market research so that they can identify the best marketing strategy for their services. There are different types of strategies that Sears Company would have followed. One scheme that Sears Company would have used is to carry out a research based on the market dominance. In this scheme, Sears Company had a large market share since it had catalogues based on every part of the neighborhoods. According to this classification, we can place Sears Company as a leader in the market. Other categories in this scheme are challenger, follower, and niche. Secondly, Sears Company would have gathered information on the porter generic strategies that are available for the company to take in order to establish a good market share. The strategy involves identifying the strengths, weaknesses, opportunities available and threats posed by other competitors. In the case of Sears Company, it is clear that after establishing a good customer base in Terra Haute, the company did not consider improving its delivery, but instead it went ahead to destroy the quality of services that it provided. The third strategy that sears company should consider employing is the hiring highly trained managers and semi-skilled workers. This would help them establish a good customer base and gain a larger market share. The company should also consider firing off workers who do not deliver and achieve their set targets. Works Cited Albrecht, Laura et al. " Integrated Company Analysis." Sears Holdings Corporation. 2009. Web 15 March 2012.