

Readymade consumer decision making

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



The spine board looks excellent and is marked like a ruler, the design that stands out as the most unique feature of the magazine (Lamb, Hair and McDaniel, 2007).

Research should have been done to determine the likes and dislikes of consumers. Maybe they had a great idea, but assessing the market ensures that improvements are made to the product to be published to the audience. This ensures that quality products are available to the consumers. Little research had to affect the magazine because they did not have the strong basics of how the consumers would react to the publication (Lamb, Hair and McDaniel, 2007).

The readymade magazine relies on opinion leaders to determine market trends. Relationship marketing is evidently a vital business marketing strategy considering that clients have become more demanding, competition becoming ever more severe. Opinion leaders will help Readymade magazine to build long term relationships with customers so as to build a competitive advantage over the potential competitors (Lamb, Hair and McDaniel, 2007).