

# Video analysis 3

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



A unique aspect of the marketing effort which is adopted by Land's End is that of Organizational buying. Schaecher, the Senior VP of Operations explains their business undertaking as not just simple acquisition of merchandise for the purpose of resale, but it is the purchase of all kinds of equipment from the basic office supplies to the complex equipment. This has enabled Land's End to develop their USP through a sophisticated take on organizational buying.

Lands' End is considered one of the largest direct merchants, with revenues from sale of clothing, luggage and home products via the internet amounting up to a \$ 1. 4 billion. The company prioritizes in delivering the highest quality and service in order to please the customers. For this there are several measures that the company takes. One of these is working closely with mills and manufacturers in order to retain quality of products as well as design. This can also be considered as formulating the bases of a competitive advantage in the way all the products are consistent and specified to cater to customer needs. In addition, all products are tested to guarantee comfort through trials conducted on the local residents, such as “ wear test” and “ fit test” on various types of garments. Furthermore service is a focused aspect of their marketing strategy with guarantees for each product and extensive training to employees to please the customer.

Some foreseeable challenges for Lands' End as far as improvements in its way of organizational buying are concerned have to do with the rapid improvement in technology. The adaptation of this technology not just as part of their operations but also those of their suppliers and manufacturers is a critical measure that they should take in order to ensure overall efficiently

and communication. A second challenge has to do with the rapidly changing consumer interests and hence monitoring the marketplace closely. This is followed closely by having a accurate system in place which anticipates the quantities of products which are in high demand. Since instant delivery is a integral part of their system having the right product at the right time is critical for customer satisfaction.

#### References

Kerin, Hartley, & Rudelius. (2011). Marketing, The Core. 4th Edition, McGraw-Hill.

Lands-End: Where Buyers Rule. Video.