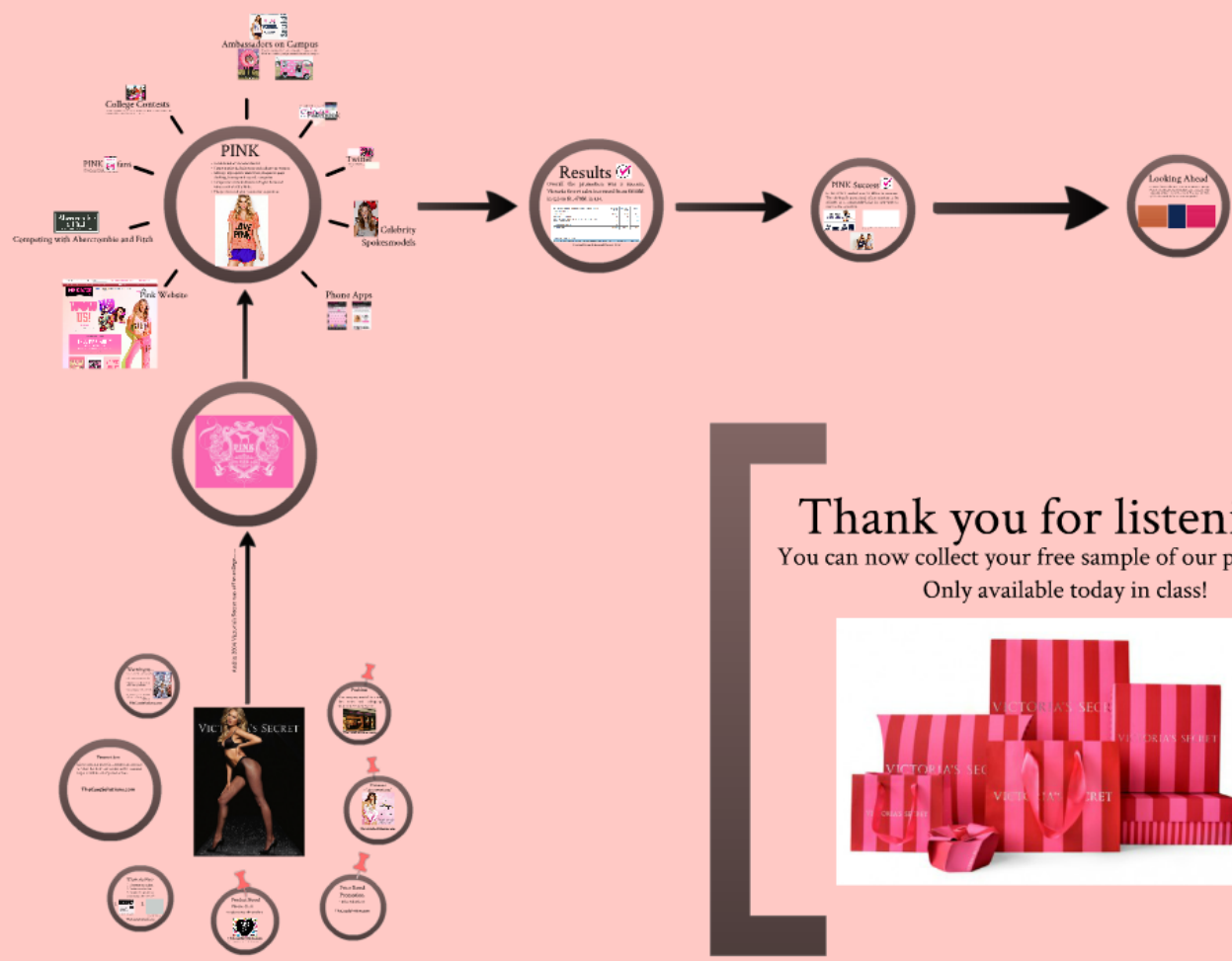


The Vulnerability Economy: Zero-Days, Cybersecurity, and Public Policy Epilogue



Group Six

TheCaseSolutions.com



Thank you for listening...

You can now collect your free sample of our presentation.
Only available today in class!



The Vulnerability Economy: Zero-Days, Cybersecurity, and Public Policy Epilogue



Group Six

TheCaseSolutions.com

Warming up...

- Largest American retailer of lingerie
- Sells lingerie and beauty products
- Distribution channels include its stores, catalog and website
- Parent Company is Limited Brands
- Responsible for pioneering “sexy underwear as high fashion”

–WSJ 1990



TheCaseSolutions.com

Promotion

Sales promotion gives the consumer an incentive to “close the deal” and creates active consumer response within a short period of time.

TheCaseSolutions.com

What's the Plan?

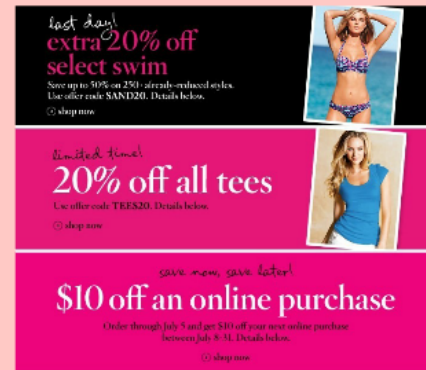
1. Customer expansion
2. Customer retention
3. Customer acquisition
(coming up a little later!)

1.




Customer expansion deals with getting customers to buy more, to be more loyal or to make the purchase sooner.

2.



Customer retention focuses on attracting occasional customers, typically through temporary price cuts (i.e. coupons).

TheCaseSolutions.com



Product Based Promotion

- to give away the product



TheCaseSolutions.com

Extra-volume packages are a common form of product-based promotion.



Price Based Promotion

- price reductions

TheCaseSolutions.com

Premiums

- "give-away items"

LIMITED TIME ONLY!
FREE
Heavenly
TOTE
with a \$75 purchase in stores

Pink, gold and shimmer...there's a reason we called it heavenly. Don't miss your chance to score one of your own!
Details below.

Premiums do not consist of the actual product being sold and are usually included in the packaging of another item.

TheCaseSolutions.com

Problem

The company needed to attract late teens and college-age women to Victoria Secret...



TheCaseSolutions.com