

Jos. A. Bank Clothiers, Inc.: The Men's Wearhouse Bid

Objectives

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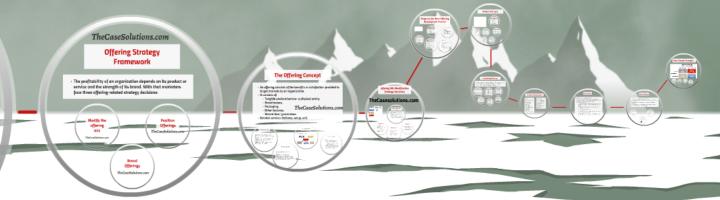
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- · Explain the offering concept and offering mix portfolio
- Describe how the marketing manager modifies the offering mix.
- Identify and describe the stages in the new offering development process.
- · Identify and describe the stages in the product life cycle
- · Explain the types of positioning strategies.
- · Define the concepts of brand and brand equity.
- Describe how brand equity is created as well as its value to organizations.
- · Explain the types of branding and brand growth strategies.

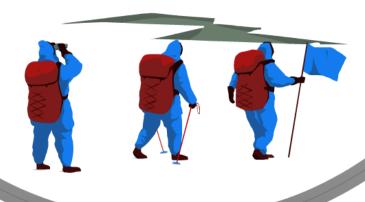




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Offering Strategy Framework

 The profitability of an organization depends on its product or service and the strength of its brand. With that marketers face three offering-related strategy decisions:

Modify the offering mix

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Position Offerings

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Brand Offerings

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Brand Offerings

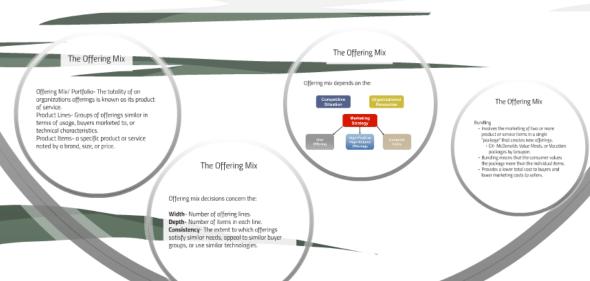
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The Offering Concept

- An offering consists of the benefits or satisfaction provided to target markets by an organization.
- It consists of:
 - Tangible product/service- a physical entity.
 - · Brand names.
 - Packaging.

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- Other features.
- Warranties/ guarantees.
- Related services (delivery, setup, ect).



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Offering Mix Modification Strategy Decisions

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Additions to the offering Mix

- Additions to the offering mix take form in: Single Offering and Entire Line.
- Questions to ask when considering new offerings:
- Consistency: How consistent is the new offering with existing offerings?
- Resources: Does the organization have the resources to introduce and sustain the offerings.
- Market: Is there a viable market for the offering?

Consistency

- Consider demand interrelationships (offering substitutes or complements)- The cannibalization effect.
- Consider the degree to which the new offering fits the organizations existing selling and distribution strategies.

Resources

- Consider the organizations financial strengths.
- Consider the speed and magnitude of the competitive response.
- Consider the market growth
 rate

Market

- Consider whether a market exists.
 Consider whether the new offerings has a relative advantage over competitive offerings at a price consumers are willing and able to
- Consider if there is a distinct buyer group or segment for which no present offering is satisfactory.