

The Fashion Channel



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November 13, 2012

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Scenario



- Dana Wheeler – Senior Vice President of The Fashion Channel (TFC)
 - Recommendations for TFC's new segmentation and positioning strategy
 - Strengthen Competitive Position
 - Rethink Approach to Marketing
 - Presenting to CEO Jared Thomas at senior management meeting
 - Prepare analysis and propose strategy
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FASHION
TELEVISION
CHANNEL

Remember!!

Company spending more than
\$60 million
based on these recommendations!!