

Eddie Bauer

Introduction

The retail brand, Eddie Bauer has in the recent past experienced several issues relating to the ability to change its strategies, and in particular, gain profitability. The case solution identifies the right strategic moves to try and revive this brand, aside from working on operational issues and positioning. Below is a detailed analysis of key aspects of the Eddie Bauer case

Background

Eddie Bauer was supposed to be a retailer of premium outdoor and casual wear only. But times came consumer preferences evolved, competition became fiercer, there was no cohesive branding across the product line and henceforth, sales as well as profitability started to drop.

Strategic Solutions

In order to overcome such challenges, Eddie Bauer needs to employ a multifaceted approach to brand renewal, organisation productivity improvement and increased customer relations involvement.

Conclusion

The analyzed case of Eddie Bauer effectively proves that many challenges in the field of retailing and branding should be met and solved by integrating different levels and areas of company's activity. With attention to its history, the simplification of processes, as well as digitalization of activities, Eddie Bauer can come back to the highlighted position on the market and stabilize its financial status.

Recommendation

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.