**C212 KLM1 TASK 1: Marketing**

**Joette Damo**

**Western Governors University**

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C212 KLM1 TASK 1: Marketing

**A. Proposal for business global strategic marketing plan – Introduction**

This is a proposal for a fictitious retail business named **Crystal Sports** located in the Pacific Northwest at **Seattle, Washington**. Our story begins as a sporting goods store focused on activities such as skiing in the nearby Cascade Mountains. The current ownership does cater to existing community committed to maintaining a footprint in the outdoor arena with focus of year-round **sales of ski products and services**. Crystal Sports offers tuning services to make skis like new along with mounting services for Alpine skis complimented with waxing services, and lastly ski and snowboard equipment products for sale or rental. Crystal Sports is proposing expansion to adding retail clothing **two additional products new** to the business. The two new additional products are Patagonia ski jackets and the Patagonia ski sweaters which are made in the United States. Crystal Sports wants to expand its sale in the global market by selling the new products in **Oslo, Norway**. In this international market analysis Norway was chosen due to 1) scored higher in efficiency legal settling disputes, 2) great opportunities for conducting e-commerce evidenced by high penetration rate in the world, 3) the EU is most important trading partner as to both imports and exports, and lastly 4) Norway’s GDP per capita in USD $72,488 with forecasts of $98,262. Crystal Sports’ mission to make skiing accessible and enjoyable for everyone. Crystal Sports market developmental strategy for seeking new customers by introducing the two products to a new market geographical market.

**A1-Identify two new products can sell to global market**

The two new additional products are Patagonia ski jackets and the Patagonia ski sweaters which are made in the United States. Crystal Sports wants to expand its sale in the global market by selling the new products in **Oslo, Norway**. Patagonia ski jackets and Patagonia ski sweaters are American made clothing which are noted to be market sustainable outdoor clothing. The two new products are stand alone and not dependent on each other for sales of products. Accordingly, Patagonia name association core values of “build the best product, cause no unnecessary harm, use business to protect nature, and not bound by convention.” Therefore, the brand name of Patagonia focuses on good design and environmental advocacy.

**A1-a Three different methods to determine product need in global market**

The first method is Exploratory research in which we try to understand a problem or situation identifying any additional data that is needed to make a decision; therefore, such a method I would be using is a focus group. (Ferrell & Pride, 17th Ed, 5-2a) A focus group would: “They allow customer attitudes, behaviors, lifestyles, needs, and desires top be explored in a flexible and creative manner…Focus group can provide companies with ideas for new products or used for initial testing of different marketing strategies for existing products…A current trend for research is online focus groups.” The focus group in Norway that would be used is **Brandity** and the link is <https://www.brandity.no/services/focusgroups> ; Branditiy has had fifteen years of experience using focus groups in Norway.

The second method is the Descriptive research in which I would use surveys of customers. (Ferrell & Pride, 17th Ed, 5-2b) “Descriptive studies may range from general surveys of customers educations, occupations, or ages to specifics on how often teenagers consume sports drinks or how often customers buy new pairs of athletic shoes.” The surveys in Norway would be conducted by “General population norms for the **EQ-5D-3 L in Norway**: comparison of postal and web surveys” and the link is <https://hqlo.biomedcentral.com/articles/10.1186/s12955-018-1029-1>.

The third method is the Experimental research in which in **Norway NSD** - The Norwegian Centre for Research Data would be used for the market research. The link for NSD is <https://www.nsd.no/en/about-nsd-norwegian-centre-for-research-data/>. According to the book (Ferrell & Pride, 17th Ed, 5-2b) “Experimental research allows marketers to make casual deductions about relationships…Manipulation of the casual variable and control of other variables are what make experimental research unique. As a result, they can provide much stronger evidence of cause and effect than data collected through descriptive research.”

In conclusion all three different methods to determine product need in global market involves the marketing research process of 1) locate and define problems or issues to gain objectives, 2) research market project design, 3) the collection of data, 4) thereafter, interpret the research findings, and lastly, 5) report research findings to stakeholders.

**A1-b One competitive advantage company will gain by offering new products**

According to the article on the SWOT analysis of Norway link <https://www.marketingtutor.net/swot-analysis-of-norway/> the cost-of-living expenses are high in Norway. The article states the following: “She’s the most costly country in Europe. There’s a famous saying in Norway that whatever you want is expensive, and whatever you are cheap. Even the basic food, drinks, and other edible items are so costly and expensive that the Norwegian people go to the neighboring countries for shopping.” Therefore, Crystal Sports would have had a competitive advantage in selling their new two products Patagonia ski jackets and the Patagonia ski sweaters in Norway because Norwegian people go to other places than their country for shopping retail items. To alleviate the competition of Norway’s top two competitors in ski wear clothing such as Helly Hanson and Dale of Norway in which both retail stores offer their named brands. The competitor Helly Hansen is noted for making genuinely good quality outer wear with design to be comfortable and durable clothing with tech for waterproofing, wind proofing, and insulation noted as the number one apparel brand for ski professionals. In contrast comparison Patagonia ski jackets are American made clothing that are market sustainable outdoor clothing. The name Patagonia is associated with core values of “build the best product, cause no unnecessary harm, use business to protect nature, and not bound by convention.” Likewise, the brand name of Patagonia is popular because it focuses on good design with environmental advocacy. The other competitor Dale of Norway Norwegian sweaters are expensive because of the traditional Norwegian hand-knit yet made from premium lambswool and designed made by Norwegian craftspeople. In contrast competitor comparison Patagonia ski sweaters would promote Cost-Focus strategy which also employs the Patagonia non-traditional marketing strategies such as using social media internet using short films, mobile tours, and brand ambassadors to interact with its customers to encouragement towards leading a more sustainable lifestyle. For Crystal Sports to be competitive would have to implement a Marketing mix (4P) strategy. For example, in the Marketing mix, the **products** of Patagonia ski jackets and ski sweaters would cater to these top brands to upper middle class of the Norwegian population, **pricing** would be mid-range to widen the customer range, **place** would be the website which is swanky nice ambience attracting skiers in the country of Norway, and the last “P” such as **promotion** promotes these new products through Instagram, Pinterest, Twitter, and Facebook. Furthermore, Cystal Sports can enhance the competitive advantage by using a Cost-Focus strategy along with the issue of sustainability central to the strategy regarding competitors.

**A1-c Two inherent risks launching new products in global market & how to minimize**

First inherent risk of launching new products in global market is not knowing how to conduct business on the internet in Norway. It is necessary to know what legislations governs business on the internet in Norway. Minimization of this risk associated with a few factors make Norway a relatively easy country to invest in: as stable macro-economic environment; an open economy with good access to major markets, high productivity rates, very high-quality internet broadband connections, and a sound and efficient judicial system that provides secure protection of private property rights and reliable enforcement of commercial contracts.

Second inherent risk of launching new products in global market would be not knowing Norway’s threats by China and Russia that focus on collection of data and details of Norwegians and Americans. Therefore, there is a need to be diligent in security procedures to protect its data. Minimization of this risk of Norway’s collection of data would be that Norway offers one of the world’s most favorable commercial environments and one of the lowest rates of corruption. Foreign businesses face very low obstacles when investing in this country. Norway’s general infrastructure and bureaucracy are of a very high standard. Insecurity and civil order risk is low in Norway. The country is generally safe, with low crime rate and little threat from international terrorism. Social cohesion is therefore high along with social participation and trust. In general there are five strategies to mitigate global risks which are the following: 1) making an assessment of the political and business landscape for the country of Norway for political risk along with the business environment, 2) choosing the right business partner, for example the distribution channel, 3) hire experienced local talent for advisement that knows the culture in relationship to retail aspects in Norway, 4) must develop a business model for the market, and lastly 5) it is necessary to have a contingency plan in place for risks associated with conducting the sale of the two products of Patagonia ski jackets and Patagonia ski sweaters in Norway.

**A2-CRM - Customer Relationship Management system track product inquires & sales**

Recommendation for 24SevenOffice link <https://www.sevenoffice.com> a CRM Customer Relationship Management located in Oslo, Norway with employee count of 51-200 using social media LinkedIn. I recommend 24SevenOffice to track product inquires and sales. This CRM offers invoicing, project management, file management, billing, and email services plus more. 24SevenOffice is a web-based finance and accounting software. Using this CRM firm with objectives on the following: 1) get information requirements for data collection, 2) understand cultural environments, 3) choose unit of analyses such as country and region, 4) examine data availability, 5) access the value of research through Cost Benefit Analyses, 6) determine research design such as using primary data, 7) data analysis such as comparative analysis and market estimation by analogy, and lastly 8) interpretation and presentation of data collected.

**A2-a Explanation on information generated by CRM for tracking sales**

Crystal Sports noted that when considering going global considered expansion abroad challenges for extension product strategy for example: 1) structure of the retail industry, 2) European fragmented competitive industry, 3) industry over-capacity, and 4) company outsources for management of distribution functions. The Crystal Sports market research will take into consideration global market segmentation approach that involved trends, preferences, biases of consumers. In the adaptation product strategy, the “jacket project” Patagonia ski jackets were made with distinctive look and feel i.e., “visual design language.” The “ski sweater project” featured the ski sweater clothing that are market sustainable outdoor clothing and apparel. Further research for the adaptation product strategy focused on research in emerging markets such as Norway in the retail trend in ski clothing. The successful adaptation strategy for Crystal Sports would incorporate designing and customizing separately the Patagonia ski jackets and Patagonia ski sweaters separately to color, size, and cost to integrate in the emerging markets in Norway and Europe.  (Krell, E. , 2005). According to the article “The 6 Most Overlooked Customer Touch Points” CRM’s should take into consideration the following: 1) reference management overlooked in which CRM stores references such as age group in the sale of Patagonia ski jackets, 2) field service intelligence should improve the process to the point of both productivity and sales gains in recording keeping of the Patagonia ski sweaters, 3) workflow management processes and cross-functional handoffs that occur in response to a specific customer request for either the Patagonia ski jackets or Patagonia ski sweaters within a specific time frame or seasonal sales of these two products, 4) customer segmentation the article states “When it comes to tailoring sales and marketing efforts to the individual needs of online customers, Binder believes many CRM tools fall short, because "everything on an analytical level is essentially performed on an aggregate basis, as far as Web sites are concerned." , 5) billing: “ Billing matters, Smith says, and companies with CRM strategies that acknowledge the importance of billing tend to experience fewer customer defections. "We may think that something will be great to do for customers, but before we take action we need to really step into their shoes. Companies often focus on CRM functionality and integration, but they forget about some of the most basic touch points."

**A3-One distribution channel discussion for two new products**

(Carr, M., 2013, p.36-37) According to the article “Global Expansion and the need for   
an effective distribution channel strategy” it states the following: Distribution Channels – “While markets in most countries will see some combination of agents, brokers, bancassurance, affinity and retail, and direct to consumer. It may be necessary in some instances to explore using alternative or emerging technologies or partnerships such as mobile, social media and microinsurance.” Channel distribution, likewise, considered as an organized network of agencies and institutions that in combination perform all the activities required to link producers with users to accomplish the marketing task. Recommendation would be made on the **Agent/distributor** in which the intermediary negotiates exchange transactions between two or more parties but does not take title to the goods being purchased or sold in this case the two products of Patagonia ski jackets and Patagonia ski sweaters. In distribution and sales channels some 400 U.S. companies are estimated to have a presence or subsidiaries in Norway, the most common way or doing business is through agents/distributors. Three-quarters of Norway’s 4.9 million people reside in southern Norway. Most major importers and distributors are headquartered in the Oslo region. The rest of the country is made up of widely dispersed, small population centers that are expensive to serve due to long distances and high freight expenses. In addition to having the distribution channel Agent/distributor it is necessary to use emerging technologies such as social media such as Facebook and Twitter for marketing promotions such as coupons or else sponsors for the Patagonia ski jackets and Patagonia ski sweaters as educate viewers and consumers on the variety of environmental issues. They can also use social media platforms to share information on new innovations in technology used in the production of the Patagonia ski jackets and Patagonia ski sweaters which are sustainable products. And lastly in the distribution channel must incorporate export selling and export marketing which requires 1) understanding the target market environment, 2) the use of marketing research and identification of market potential attained from the CRM in Norway, and lastly 3) making decisions on product design, pricing, distribution channel of Agent/distributor with emerging technology of the social media internet for advertising with communications via other marketing mix factors. Exporting the Patagonia ski jackets and Patagonia ski sweaters should take into consideration discriminatory procurement policies of the Norway government law regulations requiring goods and services; along with understanding restrictive administrative and technical regulations that create barriers to trade such as antidumping regulations, product size regulations, safety & health regulations which intentions are to keep out foreign goods that are directed toward legitimate domestic objectives.

**A3-a Analyze key considerations for entering a global market**

In analyzing the Agent/Distribution channels of the two new products for Crystal Sports global retail expansion is necessary because of the mature state and slow growth in the North American retail environment. Global expansion strategy involves new customers and driven new sales growth. Crystal Sports can do global retail expansion market entry in Oslo, Norway through the combinations of Agent/Distributor with social media Internet. There are several steps for staging expansion. Crystal Sports must access Oslo, Norway local market needs understanding consumer preferences. Customize their product sales and designs to local market preferences. For example, in the U.S. women consumers prefer large handbags versus in Europe smaller handbags are preferred. There is a need to understand the competitive landscape in Norway. Who are Crystal Sports’ competition in Norway? In global expansion Crystal Sports needs to understand the economic and regulatory environments of the potential market such foreign exchange rates, taxes, new regulations, and political environments. **TECHNOLOGICAL** Norway has good opportunities in e-commerce, hi-tech, and bioenergy. Norway ranks 8th out 190 reported on the World’s Bank Doing Business 2018 report for registering property and trading across borders. Good opportunities for conducting e-commerce with Norway internet penetration is 96.9% one of the highest rates in the world. **ENVIRONMENTAL** Norway noted for being an easy access country for investment with stable macroeconomic environment evidenced by access to major markets and high productivity rates. Norway has one the world’s most favorable commercial environments with lowest rate of corruption. Norway values environmental awareness supported by enforced strict environmental legislation with health standards.

**A3-b Analyze how global supply chain may affect the product**

Crystal Sports supply chain will develop their website for marketing channels incorporating four types of utility: time, place, possession, and form. Their e-commerce store channel will be used for distributing the two products of Patagonia ski jackets and Patagonia ski sweaters with the use of apps as channels to promote the global virtual storefront distributors component of the marketing mix focusing on decisions and activities in making the two products available to customers when and where they want to purchase. (Ferrell & Pride, 17th Ed, 15-2b) Yet significant disruption would impact doing business in Norway: “The use of manufacturers' agents is not problem-free. Even though straight commissions may be more financially viable, the seller may have little control over manufacturers' agents. Because of the compensation method, manufacturers' agents generally prefer to concentrate on their larger accounts. They are often reluctant to spend time following up with customers after the sale, putting forth special selling efforts, or providing sellers with market information when such activities reduce the amount of productive selling time. Because they rarely maintain inventories, manufacturers' agents have a limited ability to provide customers with parts or repair services quickly.”

The key tasks in supply chain management are operations, supply, logistics, and channel management. Supply chain manager for Crystal Sports must make the marketing channel selection taking into consideration customer characteristics, product attributes, type of organization such as retail, competition in the relevant retail market, marketing environmental forces, and characteristics of intermediaries. Likewise, the intermediary Crystal Sports will use in Norway is the CRM Customer Relationship Management called 24SevenOffice. The CRM involves the distribution activities along with maintaining databases with information systems to effective customer relationships; for example, the CRM 24SevenOffice would be the intermediary between Crystal Sports as internet seller and the buyer consumer. The CRM would perform such activities as obtaining marketing information, marketing management, facilitating exchanges and promotion. Meanwhile, Crystal Sports would use the CRM 24SevenOffice to obtain information from supply chain information systems to help make marketing strategy decisions in relation to the mission statement for the development and sustainability desirable customer relationships.

The supply chain distribution of the two products Patagonia ski jackets and Patagonia ski sweaters would incorporate Information Technology in the distribution in supply chain management from market orientation, marketing, management, production, and finance. Information Technology would track each physical distribution costs in logistics from customer service/order entry, administration, transportation, warehousing, inventory carrying management, cycle time, and order processing. Furthermore, order processing entails the order entry, order handling, order delivery for purchase orders via telephone, regular mail, email, or website e-commerce. EDI Electronic Data Interchange computer technology as mentioned in the reading would be used to integrate order processing with production inventory tracking, accounting plus transportation information that occurs within the Crystal Sports supply chain. The CRM 24SevenOffice would use the EDI information system the ultimately links the marketing channel and outsourcing information share into invoices, orders, payment, inquires, and scheduling of the products. (Ferrell & Pride, 17th Ed, 15-4b) Yet significant disruption would impact doing business in Norway in the distribution of products: “Although all channel members work toward the same general goal—distributing products profitably and efficiently—members sometimes may disagree about the best methods for attaining this goal. However, if self-interest creates misunderstanding about role expectations, the end result is frustration and conflict for the whole channel. For individual organizations to function together, each channel member must clearly communicate and understand the role expectations. Communication difficulties are a potential form of channel conflict because ineffective communication leads to frustration, misunderstandings, and ill-coordinated strategies, jeopardizing further coordination.

Although there is no single method for resolving conflict, partnerships can be reestablished if two conditions are met. First, the role of each channel member must be specified. To minimize misunderstanding, all members must be able to expect unambiguous, agreed-upon performance levels from one another. Second, members of channel partnerships must institute certain measures of channel coordination, which requires leadership and benevolent exercise of control. To prevent channel conflict from arising, producers or other channel members may provide competing resellers with different brands, allocate markets among resellers, define policies for direct sales to avoid potential conflict over large accounts, negotiate territorial issues among regional distributors, and provide recognition to certain resellers for their importance in distributing to others.”

<https://www.ey.com/en_us/strategy/six-ways-for-retailers-to-drive-rapid-e-commerce-growth> “Six ways for retailers to drive rapid e-commerce growth” As stated in the article the global upheaval resulting from the COVID-19 ultimately e-commerce dominated the retail business revealing about 35% in March 2020 when the epidemic started. As indicated by data on products for sporting goods and outdoor apparel have had the e-commerce retailers with 90% of their revenue through in-store channels. The six ways to develop e-commerce growth are the following: “1. Develop a distinct online merchandising strategy, 2. Quickly pivot to match shifts in customer demand, 3. Apply the rule of 40% gross margin to drive price and product assortment, 4. Develop a cost focus and find innovative ways to address structural costs, 5. Focus core capabilities first before moving to omnichannel – in e-commerce the factors of merchandising operations, fulfillment, customer experience, navigation, analytics, data integration, and marketing, 6. Use what others built to enhance capabilities and drive scale.”

**A4-Discussion of major pricing strategy of global marketplace**

Crystal Sports will use the pricing strategy of cost-plus pricing with **Markup Pricing** which is used in the retail industry in which a products price is derived by additional predetermined percentage of the costs the markup to the cost of the product based upon the following two criteria. First, nonprice competition focus on unique product features such as product a quality and promotion to distinguish product from competitor brands such as Helly Hanson ski jackets and Dale of Norway ski sweaters, whereas Patagonia ski jackets and Patagonia ski sweaters are noted for promoting their unique sustainable quality. Therefore, Crystal Sports must promote brands’ distinguishing characteristics setting apart from competitors’ consumer wise. Second, (Ferrell & Pride, 17th Ed, 20-5b) “For instance an organization that uses pricing to increase its market share would likely set the brands’ price below those of competing brands of similar quality to attract competitors’ customers.” Therefore, Crystal Sports will use a markup based on costs considerably lower than the competitor like Helly Hanson and Dale of Norway.

Accordingly, markup pricing for the ski product retail for competitors Helly Hanson and Dale of Norway is 100% of cost. Therefore, Crystal Sports will use a markup pricing of 50%.

50% = $83 markup/$165 cost equal for price of **$248** for one Patagonia Ski Jacket.

50% = $30 markup/$60 costs equal for price of **$90** for one Patagonia Ski Sweater.

In conclusion, the six major stages of process to establish prices are the following: (1) develop pricing objectives, (2) assess the target market’s evaluation of price, (3) must evaluate competitor’s prices, (4) must choose a basis for pricing, (5) selecting a pricing strategy like cost plus pricing incorporating **Markup Pricing**, and (6) then determining a specific price.

**A4-a Identify costs associated with developing & launching new products**

(Ferrell & Pride, 17th Ed, 20-5c) “Clearly costs must be an issue when establishing price. A firm may temporarily sell products below cost to match competition generate cash flow or even increase market share, but in the long run, it cannot survive by selling its products below costs.” (Ferrell & Pride, 17th Ed, 20-5c) “Pricing decision can influence evaluations and activities associated with product, distribution, and promotion variable. A product’s price frequently affects the demand for that item. A high price for instance may result in low units’ sales which in turn may lead to higher production costs per unit…The price of a product is linked to several dimension of its distribution. Premium priced products are often marketed through selective or exclusive distribution. Lower priced products in the same products category may be sold through intensive distribution …Price may determine how a product is promoted. Bargain prices are often included in advertisements. Premium prices are less likely to be advertised.” (Ferrell & Pride, 17th Ed, 20-5e) “When making price decisions a producer must consider what members of the distributions channel expect. A channel member certainly expects to receive a profit for the functions it performs.” (Ferrell & Pride, 17th Ed, 20-6a) “Producers commonly provide intermediaries with discounts or reductions from list prices. Although many types of discounts exist, they usually fall into one of five categories: trade, quantity, cash, seasonal, and allowance.” Crystal Sports use seasonal discounts a price reduction from seller for products out of season. (Ferrell & Pride, 17th Ed, 20-1g) “A company may have the objective of leading its industry in products quality. This goal normally dictates a high price to cover the costs of achieving high product quality…”

The following tables depicts costs associated with the Patagonia Ski Jacket:

|  |  |
| --- | --- |
| Patagonia Ski Jacket |  |
| $165 | Total Cost |
| 17 | Distribution cost |
| 17 | Promotion cost |
| 17 | Distribution channel cost |
|  |  |
| $114 | Initial cost from factory wholesale |

The following tables depicts costs associated with the Patagonia Ski Sweater:

|  |  |
| --- | --- |
| Patagonia Ski Sweater |  |
| $60 | Total Cost |
| 6 | Distribution cost |
| 6 | Promotion cost |
| 6 | Distribution channel cost |
|  |  |
| $42 | Initial cost from factory wholesale |

**A4-b Evaluate consumer acceptance of the price set for the new products**

Market research analysis can be done to evaluate market acceptance to which consumers may consider the two products Patagonia Ski Jackets and Patagonia Ski Sweaters products a serious alterative of attaining products by consumers. Consumer acceptance must take into considerations for estimating the demands for the two new products: 1) assuming price is in a competitive range whether products will go, 2) what price range makes the two products attractive to consumers, 3) noted sales volumes, and 4) the consumer reaction price produces amongst sellers of similar products. Considerations for market acceptance: (1) preferences of consumers, (2) competitive range of price, (3) inquires of probable sales from several possible prices, and (4) estimating the demand.

The price set for the Patagonia Ski Jacket is **$248**. And the price for the Patagonia Ski Sweater is **$90**. Both products are marked up 50% considering the usual markup in retail ski products is 100%. During market research analysis feedback from potential customers considered the prices of the two products within the relative range of prices from $135.00 to $1,000.00 for ski jackets and prices from $99.00 to $425.00 for ski sweaters. Furthermore, feedback for the two products took into consideration the name brand of Patagonia and quality of the product. Patagonia’s brand has a self-imposed Earth tax of 1% for the planet that provides support to environmental non-profits working to defend the air, land, and water around the world. Patagonia brand has been noted by the market research for sustainability product which has given positive feedback from the market research analysis that consumers considered the unique product choice.

**A4-c Evaluate competitor prices for similar products**

(Ferrell & Pride, 17th Ed, 21-3) “In most cases marketers are in a better position to establish prices when they know the prices charged for competing brands the third step in establishing prices. Discovery competitor’s prices may be a regular function of marketing research…Knowing the prices of competing brands can be very important for a marketer.” (Ferrell & Pride, 17th Ed, 21-4) “The fourth step involves selecting a basis for pricing: cost, demand for competition. The selection of the basis to use is affected by the type of product the market structure of the industry, the brand’s market share position relative to competing brands, and customer characteristics.”

Crystal Sport’s competitor is Helly Hansen jacket with a selling price of **$475.00** which is relatively higher than the price for Patagonia Ski Jacket priced at **$248.00**. Whereas Crystal Sport’s competitor is Dale of Norway ski sweater with a selling price of **$200.00** which is relatively higher than the price of Patagonia Ski Sweater priced at **$90.00**. Therefore, ski product consumers in Oslo Norway would be attracted to the two lower priced products of Crystal Sports as to price focused sustainability products.

**A5-Discussion of promotional strategy to promote new products in global market**

Promotional strategy will use the **Push Strategy** to promote the two products Patagonia Ski Jackets and Patagonia Ski Sweaters for Crystal Sports in the global market. The push strategy is most frequently used by companies introducing their new products into the market. The focus is ultimately taking the two new products to the consumer who is not yet aware of the company selling the new products. The goal of the push strategy is to use various marketing techniques or channels in pushing new products to be noticed by consumers starting at the point of purchase. In digital marketing the push strategy marketing by means of displaying advertising and cold emailing, therefore, placing the two new products directly in front of the consumer for raising brand awareness for the ultimate sale.

**A5-a Identify two mass media & two social media channels you to promote new products**

For this project it is necessary to identify two mass medias along with two social media channels for promoting the two new products for Crystal Sports. Two mass media to be used in the global market are the **Internet** in which 90% of the Norwegian population uses on the average day in 2019. The second mass media consideration is **Television** in the global market in which 48% of Norwegian population watch TV daily. Two social medias to be used in the global market are **Facebook** in which 70% of the Norwegian population uses on the percent market share in 2021. The second social media consideration is **Pinterest** in the global market in which 13% of the Norwegian population uses on the percent market share in 2021.

**A5-ai Channel justifications**

The use of mass media such as the Internet and Television can spur or promote business which promotes the distribution of goods and services. Therefore, the objectives of using mass media channels such as the Internet and Television are to inform, educate, and entertain the global population. Mass media campaigns are structured to expose high proportions of the large populations to messages using the Internet and Television. Likewise, mass media are prime vehicles of advertisement of the two new products of Crystal Sports. On the other hand, social medias like Facebook and Pinterest with objectives of reaching large audiences with giving direct connection with targeted audience, therefore, promoting the two Patagonia brans of ski jackets and ski sweaters. Accordingly, based on statistics generated by social media you can evaluate your selling performance of the products.

**A5-b Discuss two sales promotion activities**

(Ferrell & Pride, 17th Ed, 19-6a) “[Consumer sales promotion methods](javascript://) encourage or stimulate consumers to patronize specific retail stores or try particular products. Consumer sales promotion methods initiated by retailers often aim to attract customers to specific locations, whereas those used by manufacturers generally introduce new products or promote established brands.”  One form of sales promotion that would be used by Crystal Sports would be couponing in which a **coupon** is a printed certificate that entitles the bearer to a price reduction or some other special consideration for purchasing either the Patagonia Ski Jacket or the Patagonia Ski Sweater. “[Coupons](javascript://) reduce a product's price and aim to prompt customers to try new or established products, increase sales volume quickly, attract repeat purchasers, or introduce new package sizes or features. Savings are deducted from the purchase price. Coupons are the most widely used consumer sales promotion technique. Although coupon usage had been spiraling downward for years, the economic downturn reversed this trend. In 2011, 3.5 billion coupons were redeemed for consumer-packaged goods alone.  Digital coupons via websites and mobile apps are also becoming popular.”

In considering another form of sales promotional activity would be taking into consideration all major types of advertising media available in Norway. Norway has an extremely high **newspaper** readership in Oslo papers nationwide. A recent trend in Norwegian news has been rise of neighborhood or regional tabloids. These are delivered free-of-charge to households and represent a new method of reaching consumers in Norway. Therefore, advertising ads in the newspapers in Norway would promote the Patagonia Ski Jackets and Patagonia Ski Sweaters lower focus sale prices as compared to Crystal Sports competitors Helly Hansen and Dale of Norway.

**Conclusion**

In conclusion this task was developed for a proposal for Crystal Sports global strategic marketing plan in which two new products are introduced for sale in the global market. Discussion was made to the customer relationship management program software (CRM) to track product inquires and sales. Discussion was made for at least one distribution channel for the two new products. Likewise, this paper discussed a major pricing strategy cost plus pricing with Markup to be competitive on the global market especially Norway as the target market. And lastly discussions were made on two sales promotions for advertising the proposed products of Patagonia Ski Jackets and Patagonia Ski Sweaters.

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