



Marketing Management

SBS MBA/MSc

Assignment – Bahrain 2020

STUDENT ID

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UNIT TITLE / CODE: MKT 501

NAME (in Full): Mohammed Jaffar Ahmad Hayyan

GENERAL INSTRUCTIONS

- All assignments are to be submitted **14th May 2020** on to examinationboard@atmsedu.org and cc to azrafatima@atmsedu.org, assignmentsubmission2019@gmail.com
- If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for every day.
- Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated under SBS
- Assignment once submitted to exam board is final for marking.
- Total 100 marks

GUIDELINES FOR ASSIGNMENT

1. If assignment is Question & Answer based then.
 - Introduction is needed for each question.
 - Question has to be answered based on the mark allotted for each question with references if any idea or information is taken from other source.
2. If assignment is case based then,
 - Executive summary
 - Table of content
 - Body of assignment (questions related to case need to be answered)
 - Conclusion / Recommendation if any
 - References (in-text + citation) to be used.

Total Marks _____ / 100

PLAGIARISM

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarised can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

- ✓ Copy information from any source (including the **study guide**, books, newspapers, the internet)
- ✓ Use another person's concepts or ideas
- ✓ Summarise or paraphrase another person's work.

How do I avoid plagiarism?

To ensure you are not plagiarising, you must acknowledge with a reference whenever you:

- ✓ use another person's ideas, opinions or theory
- ✓ include any statistics, graphs or images that have been compiled or created by another person or organization
- ✓ Paraphrase another's written or spoken word.

What are the penalties?

The penalties for plagiarism are:

- ✓ Deduction of marks,
- ✓ A mark of zero for the assignment or the unit, or
- ✓ Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the breach.

Please note: claiming that you were not aware of need to reference is no excuse.

Marketing Management Assignment Structure –

Marketing Strategy (Brand)

For your brand of choice please prepare a marketing strategy on the below guidelines. This should clearly reflect the marketing mix – product, place, price, promotion and packaging as discussed in the class. The learnings on Brand Equity in the class should be the emphasis of the assignment.

Please note the brand should have linkage in the UAE – must be an existing brand or a brand that intends to be introduced in the UAE.

1. Executive Summary – summarizing points 2-8.
2. Brand Overview – describe the current status of the brand with a brief historical background. Also define the brand's current state on the Product Life Cycle.
3. Competition Overview – Define competition
4. Target Market – Define who is being targeted
5. Segmentation – Demographic, Behavior, Psychographic
6. SWOT – on brand or industry
7. Market Research if any carried out – if no research carried out then suggest a need if any
 - 7.1 Product – BCG matrix. Also include packaging plans if any.
 - 7.2 Place – Choice of retail strategy
 - 7.3 Price – penetrative or skimming or competitive
 - 7.4 Promotion – pull or push strategy including choice of medium – digital or traditional
8. Conclusions and Recommendations – suggestions for change in current practices if any to make it more effective should be discussed.
9. Appendix – Any other information you may provide.

1. Executive Summary

Z-Styl is a hair accessory company launched in 2012, the brand has built up a strong reputation over 7 years on various of its hair accessory products, such as a range of barrettes, bun shapers, crown shapers, hair pins, and clips. The company was founded by Nada Hayyan, a Saudi hair accessory designer and a businesswoman. The company is based in Dammam, Saudi Arabia. Hayyan chose the **Z-Styl** name after her daughter name Zaina.

2. Brand Overview

Z-Styl is a hair accessory product line launched in the year 2012, the brand has built a positive reputation in the span of 8 years on various of its hair accessory products, such as a collection of barrettes, bun shapers, crown shapers, hair pins, clips, elastics & ties, hair drying towels, headbands, and side combs. The company was launched by a Saudi hair accessory designer and a businesswoman, Nada Hayyan and it is a Dammam based company that expanded over the past 8 years to operate more than 33 branches distributed all over Saudi Arabia.

3. Competition Overview

Z-Styl has strong competition in the market, some of its top competitors are Claire's, Accessorize, Guess Accessories, ALDO Accessories, and PARFOIS. In fact, in the year 2015 rumors spread about an allegation **Z-Styl** was copying Claire's products. The company was criticized for copying its foundation collection which led **Z-Styl** to focus more on innovation and producing a uniquely distinctive product that reflects its mission. **Z-Styl** has grown to a top local brand that is recognized by everyone in the hair accessory industry in Saudi Arabia. It is recognized in Saudi Arabia as a strong competitor because of its unique distinctive product and its effective marketing strategies.

4. Target Market

Z-Styl is a hair accessory line and its main target market was initially females. On Facebook and Instagram, they post pictures of women who use their products to be essential hair accessory influencers. Their aim of using female influencers is to appeal to them and to inspire their target market to use the product. Their target audience has presently expanded to the males as well but with a low percentage.

5. Segmentation – Demographic, Behavior, Psychographic

Demographic:

The demographic segmentation of **Z-Styl** is mainly targeted to the female population. The company targets the women population of the age between 1 to 70 years old with a low to middle-level income. The female target percentage is approximately 98 percent, which is not surprising since most of the hair accessory product users are women.

Behavior:

Z-Styl divides the total market into smaller homogeneous groups based on consumer purchasing behavior such as age, sex, income level. It carried out its behavioral segmentation based on purchasing habits from consumers such as frequency of use, brand loyalty, benefits required at any occasion, and so on. Moreover, the most welcomed products are its headbands according to its sales volume and net income in all markets.

Psychographic:

Psychographic segmentation distinguishes the business according to characteristics, beliefs, behaviors, desires, and lifestyles of the consumer. The company launched its variant product such as barrettes, bun shapers, crown shapers, hair pins, clips, elastics & ties, hair drying towels, headbands, and side combs as demanded by its customers to satisfy and meet their need, desires, beliefs, behaviors, and lifestyles.

6. SWOT

Strengths:

1. Many brand chains of hair accessory stores founded in Dammam (one of the fastest-growing market in Saudi Arabia).
2. Items can be sold on-line from **Z-Styl** and PARFOIS. Also, they can be sold through stores from **Z-Styl**, Claire's, Accessorize, Guess Accessories, ALDO Accessories, and PARFOIS, with more than 200 stores distributed all over Saudi Arabia.
3. High-value hair accessory brand in the customer mind category.
4. Effective branding and marketing activities make it a strong player (Marketing itself through distinct social media platforms)

Weaknesses:

1. Brand recall is not as strong as any other chief brands like Claire's and Accessorize.
2. Not sold in every region in Saudi Arabia, like remote villages.

Opportunities:

1. Opportunities to collaborate with world-class hair accessory artists, great brands, and some notable models and celebrities.
2. Opportunity to reach emerging economies by adapting to their culture.

Threats:

1. There are a lot of competitors in the hair accessory category and there is a lot of overlap.
2. Maintaining low prices is a major concern due to higher raw material costs due to high inflation.
3. Customers in the hair accessory sector are very selective so trust in the brand needs to be sustained.

7. Market Research if any carried out – if no research carried out then suggest a need if any

In my opinion, there is no need to conduct any market research.

7.1 Product

Z-Styl is a hair accessory line company that includes various products like barrettes, bun shapers, crown shapers, hair pins, clips, elastics & ties, hair drying towels, headbands, and side combs. Thus, it sells all kinds of unique distinctive hair accessory products from hair pins to headbands that are high quality and reflects **Z-Styl** brand.

The packaging of **Z-Styl** products attracts and catches one's attention because of its coloring, size, and shape. The box on the back contains an image of the founder, Nada Hayyan holding different **Z-Styl** items on a plate

7.2 Place

The place is also a vital factor in marketing strategy growth. In the stores, it is imperative that goods are put where the consumer can easily access them without facing any threats or obstacles. On the other hand, by making **Z-Styl** products available on their online channels, **Z-Styl** has mastered this. In addition to the **Z-Styl** website, the company has another Facebook and Instagram account: **Z-Styl** Store. On one of their Instagram pages, people can shop for hair accessory products and get them easily shipped to their locations.

7.3 Price

Compared with similar brands that share similar markets, the price of **Z-Styl's** brands has been generally seen as fair. Though the price of **Z-Styl** products is relatively high among blog-to-brand hair accessory brands created by YouTubers or Instagram bloggers. The company follows the competitive pricing strategy to distribute its product in the market and to gain a competitive advantage. Also, **Z-Styl** offers free shipping for every on-line purchase that costs more than 30 SAR.

7.4 Promotion

The company follows the pull marketing strategy which implies that implemented marketing strategy will automatically draw consumers towards its product. The company follows both digital and traditional marketing strategies to promote their product. The company promoted its product by media influencer marketing such as they hired Hanadi Diab for the product launch. Moreover, they use digital platforms such as Instagram, Snapchat, Facebook, and YouTube to promote their products.

8. Conclusions and Recommendations

In conclusion, the marketing tactics implemented by **Z-Styl** have been successful. By using social media to build visibility and brand loyalty, the company has been able to expand its consumer base. They have thus been popular in Saudi Arabia. The company should promote its product to cover the Middle East recently.

9. Appendix

Nada Hayyan, the hair accessory designer and fashion expert, one of the Middle East most influential fashion influencers, has introduced her brand name **Z-Styl**. **Z-Styl** will be part of the luxury hair accessory brands offered by Souq, Amazon, and Noon on their website as well. Souq sales have risen exponentially as consumers in the Middle East are spending more on their beauty regime. **Z-Styl** currently sells a variety of items including barrettes, bun shapers, crown shapers, hair pins, clips, elastics & ties, hair drying towels, headbands, and side combs.

References

- ATMS study materials.
- Kotler, P. and Keller, K., 2012. *Marketing Management*. 14th ed. Boston: Pearson, pp.25-88.
- Kotler, P. and Keller, K., 2012. *Marketing Management*. 14th ed. Boston: Pearson, pp.263-348.
- Burnett, J., 2010. *Introducing Marketing*. Zurich: Jacobs Foundation, pp.89-116.
- Burnett, J., 2010. *Introducing Marketing*. Zurich: Jacobs Foundation, pp.251-278.