Answer guide

Questions:

What is the targeting strategy that best describes what McKenzie has done? Do you think this strategy will be successful for her? Give your reasons.

The targeting strategy that best described what McKenzie has done is Concentrated marketing (niche marketing). I think this strategy can be successful for her for the following reasons:

1. There are no competitors currently targeting the needs of people in wheelchairs. Disabled people bound to wheelchairs are looking for fashionable and convenient clothing. By focusing on them, McKenzie has an untapped market and does not have to worry about competitors.
2. Since McKenzie herself is wheelchair bound, no one understands the needs and requirements for clothing for wheelchair bound people. She will be able to design the right clothes to fit the needs and demands of this target market
3. This product has already received positive reviews and reactions from wheelchair bound customers as well as customers with no disability. This indicates the product has been able to satisfy customer needs
4. McKenzie also has a long term vision for a range of clothing lines for disabled people. She is thus not just focusing on jeans and this long term vision will help her to overcome potential customers and offer them a variety of clothing options

How is this jeans differentiated from other jeans products in the market? Do you think this strategy will be successful in the long run? Discuss your reasons.

This jean pant is made from spandex and has tummy control panels and large side pockets. All of these demonstrate Product differentiation in terms of superior design and quality.

While product differentiation can be easily copied by competitors, I believe she will be successful for the following reasons:

1. She plans to expand her product line to blouses, jackets and dresses. This shows she is not just relying on one product and thus is less vulnerable to competitors.
2. She has expertise in product design due to her own disability. If the design is patented, she can ensure competitors don’t walk in and just steal the idea.

McKenzie has just started this business. Recommend a value proposition (positioning) strategy for the brand. Discuss your reasons.

Given that her products are unique, there are no competitors, she is targeting a niche market, I would recommend more for more value proposition. The following reasons justify my recommendation:

1. Her products are new to the market and specifically address a shortage in this market. Thus with superior design she can charge a higher price for the higher quality
2. Her customers have no products to satisfy their needs. They rely on products not made for them and are frustrated with the lack of options. They would be willing to pay more for something customized for their needs. Thus a more for more strategy could work well