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Agenda Paint Industry Janmar Coatings, Inc S.W.O.T Dilemma Current Options Financial Implications Our Proposal Plan of Action Questions Product Lines High quality architectural paints, OEM paints, sundries Presence in Global OEM market Local architectural paints & sundries

Janmar Coatings, Inc. by Cali Lavey on Prezi

Pro Choose a Strategic Solution: DIY with Janmar Objective Solution Con Questions? Increased brand awareness through advertising Grow Janmar brand image Drive DIY-ers to retailers Alternative Strategic Solutions DIY Line Pro Customer Buying Decision Process Pro Costs 350,000 to

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Case Analysis: Janmar Coatings, Inc. Background and Problem Definition Janmar Coating, Inc is a company that manufactures coatings in the US. These coatings are broken up into three broad segments: Architectural coatings, original equipment manufacturing coatings and special purpose coatings. Each coating has its own unique and specific purpose for different users.

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Janmar Coating case study. Architectural painting Industry sources estimated U. S sales of architectural paint coatings and sundries (brushes, rollers, paint removers and thinners, etc) to be 12 billion plus in 2004. Architectural coating are considered to be mature market with long term sales growth projected in the range of 1 to 2 percent per ...

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STEP 7: VRIO Analysis of Janmar Coatings: Vrio analysis for Janmar Coatings case study identified the four main attributes which helps the organization to gain a competitive advantages. The author of this theory suggests that firm must be valuable, rare, imperfectly imitable and perfectly non sustainable.

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Janmar Coating INC is currently facing a problem of where and how to enact corporate marketing efforts among various paint coatings market. Several top executives cannot come to an agreement on if they should expand to non-Dallas Fort Worth (DFW) areas or construct additives to the current budget for advertising, hiring a salaried employee, or cutting prices so that the customers and retailers ...

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Marketing Management: Case Analysis: Janmar Coatings, Inc. Presented by, Uma M. Venkatesan Tuesday 17th 2015 Case Summary This case is about an organization doing business on paint coatings market served by company in the southwestern United States.

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View Homework Help - Janmar Coatings Inc. Case Study MKT420 from MKT 420 at College of Staten Island, CUNY. MKT 420 Janmar Coatings Inc. Case Study Problem Deniton: Janmar Coatings is looking to

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The advertising costs would be used for television ads targeted to the DIY market (those interested in architectural coatings) in the Dallas Fort Worth area as well as 15 counties outside of the area. In conclusion, solution 1 would help Janmar protect its profit margin. Customers can stay top of mind with the targeted advertisements.

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