



Buyer Behaviour and Relationship Marketing

Acknowledgement

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Thank you.

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1. Introduction

XYZ is a famous high quality lingerie provider, which is based in the European region while having a branch in Sri Lanka as well. It has mainly focused to provide various kinds of nightwear and accessories with international quality standards.

The main objective of this entire report is to carrying out a proper SWOT analysis for XYZ in order to provide a three-year communication plan to expand its market share furthermore. A tactical plan also developed by combining the online and media activities in order to increase the customer visit to its outlet.

Furthermore, it has discussed about the expansion over principal cities while giving proper recommendations to correct the image in the minds of the people and to increase the brand image of XYZ ultimately.

2. SWOT Analysis

SWOT analysis is basically used for getting a better understand about the external and internal environment of a selected company with the main purpose of analyzing the market position of the company successfully;



Figure 1 - SWOT Analysis

Strengths- When it comes to analyze the strengths of the Midnight Divas; it can be recognized that the main strength is the high quality nightwear and accessories, which they

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provide. This company can be identified as a European based company, which provides high quality products that are match with the international quality standards. Further, the reputation of the product can be recognized as main strength for the company itself. As being an international shop, the company is having good reputation over their customers as well.

The location of the store has become another main strength because it is situated in a very rich area of Sri Lanka where all the high-class people live. Because of the location, it was able to attract many high-end customers towards their products successfully.

The online sales system can be recognized as another main strength that XYZ has. Via that, online system; the customers who are outside from Colombo area can easily buy and visit its shops online which may help to increase the entire organizational income as well as the market position of the XYZ properly.

Weaknesses- here, it can be recognized that there are several kinds of weaknesses associated with XYZ as follows;

The lack of locations around the country can be recognized as one main weakness of the Midnight Divas. Since XYZ is having only one physical location in Colombo area, the customers find it difficult to visit their only shop in Colombo. There are many other high-end customers located in other areas of Sri Lanka and it is very difficult to visit the Colombo shop. (Michael, Thomas, 2012)

Further, it can be recognized that the lack of advertising methods as another main weakness since XYZ is using very limited advertising tools such as newspaper advertisements and social media. This may become highly disadvantageous for the entire firm because it will affect to the reputation of the company as well.

Opportunities – here, it is possible to recognize that one main opportunity that XYZ is to increase of the demand for high quality lingerie and thereby catering to a good market share

Further, the increment of the technology usage among the customers can be viewed as another better opportunity for Midnight Divas. Because of that, they are capable of

communicating their products to the customers all over the country and they can expand its customer-based island wide. (Michael, Thomas, 2012)

Threats – here, it is possible to recognize that there are many threats within the market where XYZ affected seriously

It can be recognized that the depreciation of rupee value compared to US \$ as one main threat for the company as it is very costly to purchase US \$ products and customers will move towards the competitor products which are less cost for them.

Further, it can be recognized that elastic demand for the company products as another main threat for the company since it may result to lose high quantity of demand and income with the sudden price changes.

Intensive competition can be recognized as one main threat for the company where there are several main competitors with in the market such as Triumph, Amente, Kelly Felder etc who sells international lingerie and related accessories. The competition in the market has become very high because of these entire competitors target the same customer base as their target market.

The, the Cultural issue can be identified as another main threat that XYZ faces. Sri Lanka is having a very civilized culture and prohibited to wear bikini and other lingerie in public. So it is very difficult to advertise the clothes of XYZ via social Medias such as face book as well as via TV commercials. (Kotler, Keller, 2009)

Hence, it has become very difficult to create brand reputation among the customers in the industry.

In order to survive in the Sri Lankan market and to grow further, the XYZ has to get the advantage from available strengths while minimizing its weaknesses, further it requires utilizing the available opportunities in order to avoid the treats over the market.

3. Strategic communication Plan for Three years

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3.1 Objective

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3.2 Plan Development

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Table 1 - Communication Budget

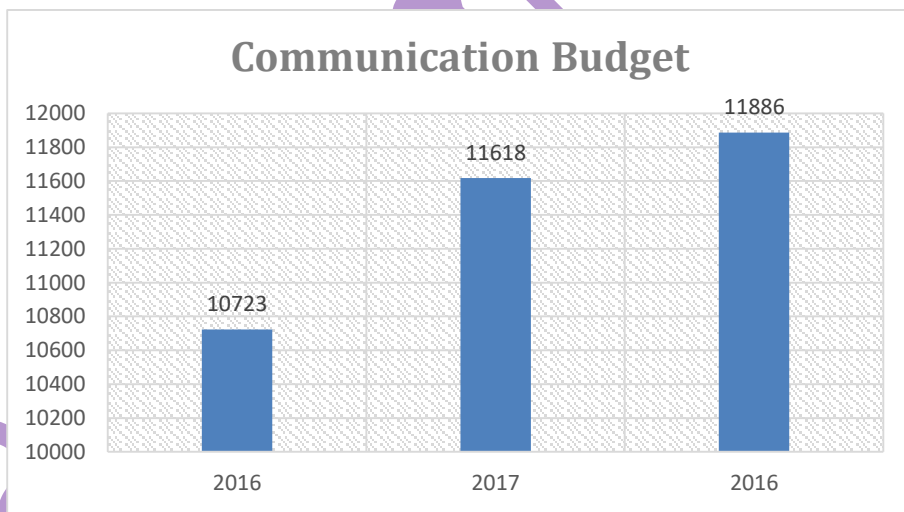


Figure 2 - Communication Budget

3.5 Compatibility with the objectives

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4. Tactical Plan to connect online & media activities

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4.1 Plan Implementation and development

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5. More expansion via principal cities

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6. Image creation and Direction Shift

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7. Conclusion

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Assignment 1