# Marketing Plan

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## Company Description

Reebok International is amongst the world's leading footwear and apparel makers. The company gained its prominence by opening new markets for the athletic shoes as well as shoes for women who wanted to exercise and still were interested in fashion and function. This was followed by expansion to other sports and products. Therefore, the current company now sells products such as footwear and apparel~~s~~ in sports, fitness and casual sectors. Some of the common brands are Reebok, Greg Norman, Rockport, Ralph Lauren and Polo Sport.

Reebok family of products

Reebok Company has over 150 factory direct outlets in the whole world. It has established various mechanisms that are aimed at enhancing as well as improving the market share. However, the business perspective of moving away from fitness and fashion to high-end performance sneakers has made the company less profitable. The various launches of new products that seemed to go against the market demand led to the company falling behind its competitors such as Nike.

Reebok reported many success stories including signing contracts with NFL. However, as time goes the name is continuously fading with many contracts ~~are~~ lost. This affects the productivity and the performance in the market ~~and as such~~ new strategies need to be undertaken.

— pick one

Therefore, this is a three-year marketing plan that Reebok should adopt. Therefore, this is a plan that outlines the measures and steps that should be used in introducing new products to the market, expanding the distribution all over the world, entering new markets, and giving back to the community.

## Reebok's Mission and Goals

Reebok's mission is to challenge and lead through creativity. The company seeks to achieve this by challenging the conventional methods of doing things and coming up with new ways through creating products and marketing programs reflecting the creativity potential of the brand.

In the next three years, the company seeks to achieve a number of financial and non-financial goals.

**Financial Goals**

i. To increase the manufacturing capabilities, introduce one new product and increase distribution.

ii. Increase the revenues by at least 10% every year

iii. Give direct donations of at least $10,000 to initiatives that are geared towards helping the community, especially veterans.

**Non-financial Goals**

i. Enter into new markets such as Africa

ii. Develop and maintain effective social networking sites as well as internet sites to improve on the relationship with the retailers and customers.

**Core Competencies**

Reebok has been able to establish itself and because of this reason, it has been able to have benefits which the other competitors cannot have. The company has developed core competencies in developing innovative products for the athletes. The company also sponsors major sports both in the United States and globally. Secondly, the company is competent in offering high quality and branded products that are highly recognized by the customers. The company has also ~~also has~~ created a sense of community among the people who purchase their products making them want to keep on using their products. The retailers view Reebok as a company that works within the established and stipulated schedules. Therefore, the company wants to build on these competencies to be able to increase customer loyalty and ~~as well as~~ the number of products offered in all its distribution outlets.

Reebok believes that by building strong relationships with all the stakeholders such as customers, retailers, distributors, and suppliers will go a long way in enhancing performance in the competitive market. This will also give them a competitive advantage over the competitors. This is because the company cares about the customers, their taste, preferences and level of satisfaction when they use their products. Reference

**Situation Analysis**

The marketing environment for Reebok Company represents a number of opportunities as well as challenges. There are also some strengths and weaknesses but it can use the former to overcome the stiff competition in the market.

**Strengths**

Reebok has several strengths they can use to improve on their performance and to overcome the competitors. First, the company has a clear segment to which it offers its products. These are the shoes and other sports accessories, which target the sports persons and those who want to exercise. The company also has good products that are known for their features. The strongest selling point for the products is that they are all suited for the purpose. The company also has a multi-channel distribution strategy though independent stores as well as online portals and websites.

**Weaknesses**

Weaknesses are the several areas that Reebok needs to improve on the brand. First, the company needs to overcome excessive commercialization. The main reason why Reebok has commercialized the footwear segment are brands like Nike are very competitive. As a result, the brand image of the product is diluted (Phadermrod, Crowder& Wills, 2019). The result is that a brand name that was highly developed and valued as a premium product has now become ordinary alongside other local players. The second weakness is poor awareness. Many products are available for different sporting needs. However, the information provided to the customers making many of them to associate it with sneakers alone.

**Opportunities**

Reebok has some avenues in the environment that surrounds it which can help capitalize and improve on the returns. The first opportunity ~~is~~ in looking at new markets. Although the company was once the leader in sportswear, it has been performing poorly losing this position to others such as Nike. However, the company should consider new markets and segments that will help improve its performance such as women designs and specialty as well as kids shoes. Reebok also has an opportunity of venturing into new niche areas. Fitness has some areas such as combat shoes, dancing, training, and aerobics shoes. Reebok has ventured into most of these areas. However, these efforts have not been successful enough. The company needs to incorporate measures of building and creating more awareness so that the customers can make a well-round decision on the products they carry.

**Threats**

Some of the threats that that Reebok face include great competition from other well-established brands such as Nike and Puma. There are many companies, which have products that serve the same purpose as those produced by Reebok. Secondly, the company faces threat from imitations in cheaper product lines ~~that result to cheaper products~~. As such, these products without understanding that customers might not understand these are not authentic products or they might not care they are not authentic sneakers by the company attract customers. This has greatly affected the productivity as well as profitability of the company. Much more, there has been decreasing market share.

### Competitors in the Sporting Apparel and Footwear Market

Reebok faces several well-established competitors both in the apparel and footwear sectors. Nike has products, which have been gained reputation in the market because the design, quality fits well in sporting such as soccer and basketball. They have 1,000 stores worldwide that are far much above the 220 stores selling Reebok sportswear (Schmidt et al., 2018). Fila is another competitor, which ventures in leisure, sportswear and athletic brand. The company has active website and the products are sold through major stores such as Foot Locker and Kohl's.

Puma designs apparel and footwear and sports accessories. These are sold under the brand names Puma, Cobra Golf and Tretorn labels (Schmidt et al., 2018). It holds the shoes as a heritage of its operations although there has been unprecedented growth in the apparel especially in athletic such as motorsport and golf. Other competitors include Brooks Sports Inc., Under Armour, Converse, and Asics.

The outlook for the industry and Reebok Company is positive. This is because first of all the consumers are ready to invest in apparel and footwear that cover sports as well as recreational activities and exercising. Secondly, there is confidence especially on the part of consumers and therefore they are willing to spend more and buy the original branded product.

## The Target Market

The target market for Reebok ~~is the consumers who are active~~ are active consumers and hence between the ages of 20 years to 45. These include the young people involved in various sporting activities such as swimming, surfing, hiking, basketball and all the sports that there is. However, the company does not only target the experts but rather all the people who want to feel comfortable as they even engage in sports for leisure.

The targeted group of individuals consists of young and educated people who are successful and having good careers. They are either single or have young families they are raising. As such, they have an average annual household salary of $80,000 (Schoombee& Bick, 2018). However, these people are price conscious and this is the reason why they plan for the value of the product and compare it against the prices and quality. These people live active lifestyles and purchase high quality products. However, in some instances they are not willing to pay premium prices especially when the products are considered to be in a category of readily available substitutes (Kerin& Hartley, 2016). This is the reason why currently the targeted consumers are from countries such as England, United States, Australia and Germany.

## The Marketing Mix

The proposed marketing mix that should be adopted by Reebok is as follows;

**Product Strategy**

Reebok currently offers high quality products that are all labeled using the company slogan. These include the products for different games such as T-shirts and jackets. These products come in different colors. However, in the next three years, the company plans to expand its product line in order to include custom-made clothing and shoes items. This allows the customers to choose the logo they want depending on the occasion. Therefore, different sports will bear a slogan that is related to it. As such, there will be development of new slogans while others will be abandoned. This strategy will ensure that the concept remains fresh and therefore will not be easily duplicated by the many variations in the market (Kotler et al., 2015). Reebok also plans to venture in a kids product line, which caters for all the children involved in different sports.

**Distribution Strategy**

Currently Reebok markets its products through platforms such as the website, distribution shops and the online portals. However, other avenues can be exploited such as the sporting goods and apparel chains available in different parts of the world. The company also can distribute through the specialty shops that tend to sell products depending on the season and hence it is possible to avail the right products at the right time and place. Reebok however will expand its online sales through customized product line on the internet. Other avenues are internet kiosks at profitable store outlets for consumers to order customized products.

**Promotional Strategy**

The information about Reebok is available on the company website. This is the main method that is used to communicate to the customers. The company also uses direct mailings to reach to the customers including emailing. Reebok also relies on the retailers to demonstrate the use of the products and their unique qualities. However, there are several other methods, which they plan to adopt. This includes use of social media to reach out to the customers and answer their questions on time (Kotler et al., 2015). The company also hopes in three years to increase sales staff in the stores so that efficient services are given.

**Pricing Strategy**

Reebok products are priced putting in mind the competition issues in the market. The company does not focus on setting high prices to signify luxury and prestige. It is also not trying to sell high quantities at low prices. However, Reebok focuses on value pricing so that the customers are comfortable purchasing the products, which they know, are of good quality (Kotler et al., 2015).

## Budget, Schedule and Monitoring

Reebok was a company that was performing well in its initial days. However, the 90s brought a series of failures. Marketing expenses for the company will be mostly for the staffs who are involved in marketing activities. The other methods used such as websites and social media are less expensive. The tools needed as analytics and creation of a landing page also require minimum investment.

In the first year of this plan, it is expected that there will be an increase in the number of marketing staff requirements. The monthly expenses for marketing will include social media postings, land page generation, and websites. Therefore, Reebok should set aside $2,500 each month for social media, $2,000 for other online expenses to ensure that all the activities are well monitored. It is expected that in the last two years the marketing costs will increase as the company tries to improve its market position. This will also come with the need to increase awareness of the quality and the ability of the products to meet varying needs of the customers.

To ensure that the company is on track there are a number of variety of key metrics that will be used. These may be adjusted through the period of three years. It is expected that at least one person out of 15 who visit the website will make a purchase. Other metrics include the number of engagements and feedbacks from the customers, the reviews given, and the email lost. Using key performance indicators, the company will keep track of all these metrics to determine the necessary changes that should be done to attain the set goals.

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