



Die Textil- und Modebranche morgen: Marketingkonzept für eine High-End-Fashion Boutique (German Edition)

Katrin Schröder

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Die Autorin präsentiert ein ausführliches Marketingkonzept für eine fiktive Designer Modeboutique mit dem Namen "FINISH". Das Konzept beinhaltet: Analyse der Makro- und der Mikro-Umwelt mit anschließender Auswertung der Erkenntnisse anhand geeigneter Analysetools, Formulierung der strategischen Stoßrichtung, Entwicklung der Marketingziele, -zielgruppen und Positionierung, basierend auf den Erkenntnissen der Analyse, Entwicklung des Marketing-Mix, basierend auf der Marketingstrategie sowie Kontrolle, Optimierung und Anpassung.

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