This is a 2 part assignment, first write a discussion post answering the 2 questions below with 300 words minimum and APA style citation. Then second part is to write a discussion response to 2 other students, they are below in part 2 ( these are also examples on how part 1 should be done), need it to be 100 words min each.

**PART 1**

As you read chapter 10 and 11 think about your company and its pricing and channel strategy. The pricing and the channel can either lead to profitability or hinder a company's growth.

DQ1. Read Harvard Business Review's "Second Thoughts about a Strategy Shift" case study. You can search for it in Business Source Complete (EBSCO) or use the see "How to find an article" in the Course Information tab. Two authors gave their point-of-view on the company's pricing strategy.  What is your opinion on what the company should do? Please use at least one outside professional resource to support your answer.

DQ2. Identify a strategy for your business in the pricing and channel area of the marketing mix. Use support from your situation analysis

**Part 2**

**1st student JENNA :**

**DQ1. Read Harvard Business Review's "Second Thoughts about a Strategy Shift" case study. You can search for it in Business Source Complete (EBSCO) or use the see "How to find an article" in the Course Information tab. Two authors gave their point-of-view on the company's pricing strategy.  What is your opinion on what the company should do? Please use at least one outside professional resource to support your answer.**

**DQ2. Identify a strategy for your business in the pricing and channel area of the marketing mix. Use support from your situation analysis**

I agree with Shari Rudolph and her point-of-view on the company’s pricing strategy. “Yes, Augustín should abandon his no-discounts strategy, but not so that his company can simply return to its old ways, which weren’t working. Instead, Emilia’s executives should learn to make smart use of discounting to enhance shoppers’ enjoyment and establish a clear perception of the brand’s value” (Ofek & Avery, 2014).       This would make most sense for Emilia’s customers. It does no good to have the same price always because what’s the appeal? How do you retain and compete? I get Augustin wants to start a revolution, but he needs to be aware of his competitors.

A good example of this is Target. Everyone is obsessed in our ‘Target-crazed’ era. Yet, when Target was first introduced into the market, its perception was not what it is today. It was seen as low budget retailer similar to that of Walmart or Kmart. That all changed. “By offering pared down versions of designer apparel and merchandise through exclusive deals with high-profile designers such as Issac Mizrahi, Mossimo Giannulli, Michael Graves, Fiorucci and more, Target began to stand out from its competitors” (Aquino, 2011). Target is now the second largest discount retailer in the United States, after Wal-Mart. Its stores are in nearly every state. This is an example that you can set yourself apart from competitors with high-quality merchandise at lower prices.

A strategy for Microsoft Surface would be to focus on business to business sales instead of business to consumer first. You can sell to businesses with a higher price and premium. Companies will buy nicer devices for their employees to be constantly connected. Also combining with the new falls creator update of Windows 10 makes the hardware a lot more attractive to buyers.

References

Ofek, E., & Avery, J. (2014, December). Case Study: Second Thoughts About a Strategy Shift. Retrieved October 30, 2017, from <https://hbr.org/2014/10/case-study-second-thoughts-about-a-strategy-shift>

Aquino, J. (2011, February 10). The 10 Most Successful Rebranding Campaigns Ever. Retrieved October 31, 2017, from <http://www.businessinsider.com/10-most-successful-rebranding-campaigns-2011-2/#jcrews-sales-were-plummeting-now-michelle-obama-is-an-endorser-1>

**2nd student M’leah**

DQ1:

I think Augustin should have gone with a different approach and phased his “hablar claro” (straight talk) idea so that it wasn’t an overnight change. I think these significant changes is what cost the company 211 million.

Emilia’s customers are looking for a deal, no matter if it is an actual deal. Like when Maria was talking about Augustin’s aunts, part of the Emilia’s experience is the bargain hunting. Augustin thinks that people, mostly millennials, want the “straight talk” when buying, but the existing customers do want that. It sounds like Augustin wants to get rid of that image completely, but in order to keep the doors open, he will have to satisfy the existing customers until the new brand is built. The following quote is a prime example of the customers that they lost.

“So for years Emilia had competed aggressively on price, offering more and more "door breaker," holiday, and clearance sales and churning out circulars with coupons, just to get customers to visit the stores or go to the website.” (Ofek, et al., 2014)

I like Rudolph’s approach; bring back the bargain customers with offering price points to key items (example: BOGO deals). I like Gabe’s strategy on following a cadence as to when items should be marked down. Emilia’s can still be known for a good deal, but marking products down according to season or stock rather than a “just because” non-strategy. I don’t think he should completely let go of the straight talk approach. Maybe he’s right and he can change the minds about retail of the younger generation.

“Department stores: Be something different than what you are today. That’s how you survive. The ongoing sales promotions and specials that you rely on don’t do the trick. Black Friday won’t save you.” (Share, 2017) I think this quote sums up his idea that change is good for retail stores.

DQ2

A strategy I’d like to see in my business’s pricing and channel area’s marketing mix would be a cross promotion for a product we don’t sell a lot of. Our CBD spray has a high price point, but if we make it any cheaper, we’d be breaking even. So, one product we sell a lot of that has a lower price point is our 4 gram packs of flower. THC is a facilitator for CBD and creates a synergy effect. Maybe if we did a buy a bundle of CBD spray and 2 packs of flower for a reasonable price, we might sell more spray.