**GROUP MARKETING PLAN:Jos. A. Bank Clothiers Inc**

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# Introduction

The assignment is basically based on the market plan of the team for **Jos. A. Bank Clothiers Inc.** This includes the working of the company objected behind the company’s consumers, STP approach, pricing pattern, promotional strategy as well as contingency plan(2020).

# STP Process

The Company operates as B2B and B2C business and so the segmentation process would be based upon the behavioural pattern of the customers. The business sells the men clothing and accessories directly to the customers and also to wholesalers and sells through retailers as well and so the target market is the men and wholesalers, retailers who sells the men clothing.Thus, offering new design of clothes and accessories at reasonable rates the company can facilitate the demand every consumer(Watkinson, 2018).The Company can also sell through online applications so that they could maintain a direct touch with its customers. The Company can build a strong infrastructure also and then without taking the help of outsourced retailers or wholesalers, they can open their own retail outlets and sell through it. The company can set their segment as per the age group, usually the group set would be 18 to 25 years of age, 25 to 35, 35 to 50 and so on. The firm can be positioned in shopping malls or online shopping websites.

# Unique Selling Proposition

USP of this company will depend upon the choices of different clothing styles andaccessories that they are present to their potential and existing buyers. The company has started selling its branded shoes from different vendors, this will help the company win the competitive edge as there are many major businesses offering the same products(Kim, 2007). The company offers various different products and styles which can be taken as the USP, their combination of beautiful styles, tailored clothing with the casual designs are making the company sell all under one roof which the customer wants and demands for.

# The Strategy of Pricing, Promotion&Distribution

Jos A. Bank undergoes economic pricing or can be called as value-based pricing as this can attract a lot many customers. The company is trying to lower down the prices of its branded accessories and clothing than the other brands present it the market so that it can lure more customers. Various offers like off or discounted pricing is being given by the company for attracting customers. The promotion strategy is the best when it is done through generating discounts and is done through the electronic and print media to capture a lot of customers. The strategy of intensive distribution would be the best(Erdil, 2015).

# Contingency plan

For every clothing industry the contingency plan starts by getting every product and infrastructure insured under a good insurance company. The company should train all its employees to cater any disastrous situation, evacuation plan and fire management plan should be kept ready. A team must be prepared to take care of the situations under disasters, the team should be able to cater the cyber-security issues also. A copy of the contingency planning must be always kept ready at a handy place.

# Conclusion

As per the observations made it can be understood that the **Jos. A. Bank Clothiers Inc**will surely highlight the supporting functions. With an intensive distribution strategy and better promotion strategy the company will grow and will serve its customers better.

# Reference

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