





## **P.124 Chicks**

**1** Chicks sold standard knitwear and underwear at the beginning. It pursued an undifferentiated marketing strategy.

**2** The disadvantages are:

- Standard products cannot satisfy all consumers who have different needs and wants.
- When consumer preferences change, the products can no longer satisfy customers.
- When competitors using a differentiated strategy enter the market, the company will suffer a huge loss.

**3** In addition to woolen underwear, Chicks now also sells casual wear.

The advantages are:

- Chicks can satisfy customers who have different needs.
- As Chicks develops products for different segments, the total sales (from more segments) would increase.

**4** Chicks has counters in department stores and opened its own outlets in populated areas.

Chicks has also built a new and trendy brand image by replacing its logo and slogan. This helps attract customers from other segments such as younger customers (segment by age) and those who buy Chicks' products as gifts for friends or families (segment by occasion).