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Introducing German clothes to the Canadian Market. A study of MODOMOTO's Marketing Mix Strategies

By Nico Grünewälder

GRIN Verlag Feb 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, Vancouver Island University (Faculty of Management), course: International Marketing, language: English, abstract: The online retailer MODOMOTO was established in 2011 in Berlin, Germany. It sells high quality men clothing from famous brands and has already more than 50.000 customers and 100 employees. The unique selling proposition of MODOMOTO is to create a fast and convenient shopping experience for customers. To reach this goal of convenience and rapidness MODOMOTO offers the customers an arranged unique package of cloth, which is compiled by their fashion stylist. The purpose of this report is to analyze and discuss the marketing mix element strategies for introducing MODOMOTO men clothing from Germany to the Canadian market. This study will also provide solutions to the problems of entering the Canadian market as an online retailer for men clothing. 24 pp. Englisch.



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