

PRODUCT DESIGN & MARKETING

The Market 3

MARKETING PROBLEMS

1. Without using a dictionary, explain the following word in English:

- a) Competition _____
- b) Market leader _____
- c) Re-brand _____

2. What is your favourite sports shoe brand? Why do you like it?

3. Think about competition in the sports shoe market. In Japan, what is the current market leader?

Market Leader: _____

a) Do you ever buy them? Why or why not?

b) Name another competing sports shoe brand & explain why you don't use it.

4. COMPETITION/REBRANDING PAIR WORK TASK

You & your partner need to rebrand a company/product/service (including government services) which you & your partner don't like & never use.

What features don't you like? How would you like to change it? You can change anything about it, except the name. Before completing the table, look at an example: