
QUESTIONS CHAPTER SIXTEEN

1. As director of marketing of a medium-sized helmet manufacturer, which produces helmets for use in sports, such as cycling, skiing, hockey and football, you have been considering using the Internet as a marketing tool. Although, your product is sold in retail stores and to schools and athletic programs across the country, you believe the company could reach a bigger audience and sell more helmets if the company also sold the product online at the company's web site. What arguments would you use to convince the CEO that online marketing is a good strategy?
2. In meeting with the CEO of the helmet manufacturer, you have been asked to outline the possible threats of selling the product online. Explain.
3. Explain how the helmet manufacturer might utilize the new Internet advertising techniques.
4. One problem with using the Web to advertise is that it is not measurable. Can you suggest some approaches to use Internet advertising in a measurable manner?
5. Amazon was a first mover in the arena of an Internet retailer selling books online. They continue to be number one. While they have been successful, there are a number of examples of first movers that have failed long-term. What might be some reasons Amazon was able to stay ahead of the pack?
6. You have been hired to do some marketing research for a candy company that sells its products mainly to kids that represent all races and economic levels. The company is leaning towards using the Internet to conduct the research. Their reasoning is that Web-based marketing research is easier, faster and cheaper than more traditional methods. Why might you persuade the company to think otherwise?
7. In the beginning of this century many dot-com ventures failed. What are some of the reasons this may have happened?