**The Great Outdoors**

Goal

To understand the product and pricing strategy decisions made by marketers.

Background Information

You and your team have been hired as consultants by a manufacturer that has been making camping equipment for more than a century. Although their original target market was gold miners and loggers, they primarily sell to recreational campers. The company has a long history of quality, long-lasting products with few frills, including tents, sleeping bags, lanterns and camp stoves.

Method

STEP 1

Working with your group, brainstorm ways that the company could make their products more appealing to recreational campers today. Be creative and think outside the box, how could the company make their tents, sleeping bags, lanterns, and camp stoves more exciting and desirable?

STEP 2

The company’s marketing manager has suggested that the company branch out into other products for camping beyond the company’s long established product line. Work with your group to develop a list of products that the company should consider selling. Don’t filter your suggestions; try to develop a long and detailed list of options.

STEP 3

As a group, determine which new products as well as modifications to existing products hold the most promise and develop a recommendation that you present to your client.

FOLLOW-UP QUESTIONS

12-1. How do you think that the market for camping equipment has changed over the last 50 years? How did this influence your decision making?

12-2. As you developed your list of new products, which wants and needs of the target market were most important?

12-3. What pricing strategy should the company use for their existing products?

12-4. What pricing strategy should the company use for their new products? Is skimming or penetration more appropriate?