Situation Analysis

Integrated Marketing Campaign

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**2.1. Company**

Who is Buhi?

* Luggage brand that sells their products online

What is Buhi known for?

* Their high quality bags
* The versatility and durability of their bags
* Their diverse line of luggage and bag options
* Their mid-priced luggage options

Buhi’s Goals & Objectives

* To dominate the market for high quality, mid-priced luggage
* To be known for the sustainable and durable materials that each bag is made from
* To reintroduce their OG Bag line into the market

**Strengths**

* Creating engaging, relatable content for each target audience
* Exploring and experimenting with new marketing channels (social media platforms)
* Clear brand tone and voice
* Strong company values and the enforcement of adhering to them

**Weaknesses**

* Luggage and baggage lines are too broad
* The sustainable materials may be difficult to get
* Lack of a marketing department experienced in new trends and marketing methods

**Opportunities**

* Testing out new marketing channels with new interns
* Reaching target audiences through new methods
* Specifically targeting each buyer persona

**Threats**

* Luggage and baggage companies that specialize in certain types of bags
  + Gym Shark: gym bags
  + Beis: travel luggage and carry-ons
  + The North Face: backpacks

**2.2. Customer**

Who?

* + Male and female
  + Most popular age range: 18-30
  + Across the United States
  + Average income is average-slightly above average; able to afford mid-range luggage prices ($150-$450)
  + Students, athletes/gym-goers, young professionals, busy moms, avid hikers, travelers

What?

* + Travel- full scale luggage and carry-ons
  + School backpacks
  + Gym/athletic bags
  + Hiking bags
  + A wide range of activities; seeking versatility

Where?

* + Purchase online through buhi.com
  + Links through social media, advertising, and partnerships

When?

* + Inspired to take action after seeing a promotion or ad
  + Move to purchase after relating to a social media post/promotion
  + Explore Buhi after seeing someone else with a Buhi product; especially if an influencer

Why Buhi?

* + Drawn in by the sustainability of the materials
  + Fans of the durability of each bag
  + In need of a versatile bag that can carry them through all adventures in life

Why not Buhi?

* + More expensive than competitors
  + Competitors’ lines are more appealing
  + Lack of style options
  + Lack of functionality features

**2.3. Competitors**

Direct

* West Elm
* Portland Leather Goods
* Eddie Bauer
* L.L. Bean
* Herschel Supply Co.

Indirect

* Kohls
* Nordstrom
* Amazon

Competitor Strengths

* More specialized luggage/bags
  + Eddie Bauer- hiking bags
  + West Elm- luggage
* Already established brand voice in the market
* Indirect competitors offer products for a wider scale of price level and needs

Competitor Weaknesses

* Niche, narrow target markets
* Direct competitors are on the more expensive end of the price spectrum
* Their brand values are not clear
* Materials are not as sustainable

Competitive Advantage

**Direct:** More interest-driven and hobby specific

**Indirect:** Able to cater to a wider variety of needs

**2.4. Collaborators**

* Employees and their own personal investment in the brand
  + Promotion through personal accounts and the products they own
* Marketing teams/agencies
* Material supply companies (examples)
  + WAWAK sewing supplies
  + Zipper Shipper- US made zippers
    - Must find reliable, long-term supply companies to work with for sustainable materials

Influencers (Potential)

***Nurture these relationships! How can we add value to THEIR lives?***

**Micro**

* The Bucket List Family- travel
* Ms. Johnson (Tik Tok famous teacher)- school/academic
* Cecily Bauchmann (Tik Tok mom)- busy lifestyle

**Macro**

* Mark Zuckerberg- young professional
* Riley Arnold- Dancing with the Stars professional- athletic
* Simone Biles- athletic

**2.5. Context/Climate**

Political

* 2024 as an election year
* Still struggling in the wake of 2020’s global pandemic
  + Financially, as a country and as individuals
  + Brands struggle with many backorders
* Extreme political diversity and separation

Economic

* Extreme United States inflation
* Still struggling after 2020’s global pandemic
  + National and personal debt for many

Social/Cultural

* The rise of communication through social media
* An increased interest in short-form video content
* The power that influencers hold over consumers in their buyer’s journey

Technology

* A boom in the use of mobile devices over all other forms of technology
  + Online shopping
  + Scrolling on social media
  + Email
* Exploration into AI and ChatGBT

Environmental

* Increased concern for saving the planet
  + Sustainable materials are a hit because of this concern

Legal

* Heightened privacy concerns
  + Privacy policies and adherence to privacy laws