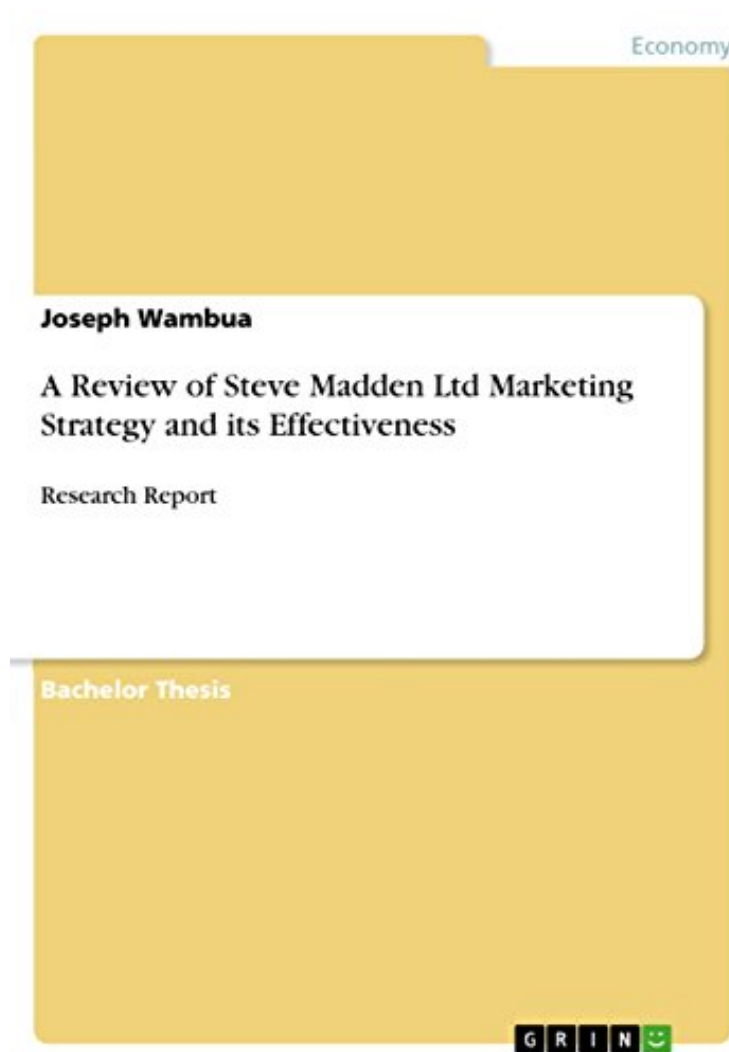


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A Review of Steve Madden Ltd Marketing Strategy and its Effectiveness: Research Report

Joseph Wambua

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Bachelor Thesis from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, Oxford Brookes University, language: English, abstract: Competing in

today's economy and market has become complicated because of the existence of so many competitors, changing customer needs and behavior, and the evolving market on various aspects. One of the ways through which organizations can ensure they remain sustainable is through development of strategies that can give them a competitive advantage over the others. According to Lafley and Martin a strategy "is an integrated set of choices that uniquely positions the firm in its industry so as to create sustainable advantage and superior value relative to the competition"; Steve Madden Ltd is one of the most successful companies operating in the shoe design sector. The choice of the topic was informed by the desire to understand more about the nature of competition in the shoe design industry. It is a unique field that calls for more research to understand the reason behind the success of the company after decades of hard work. The desire to seek the result of their excellent performance is what led to narrowing to the particular topic. Marketing can be used as an important factor to attain such success. The choice of the topic was thought on that line, and this particular project is sought to test whether the hypothesis is positive or negative.