Discussion Board

[Name of the Writer]

[Name of the Institution]

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**Specialty Product/Services**

There are various names that became brands in a very short span of time due to their effective marketing strategy and way of executing a business. Among the most successful ones Adidas has continued to meet the expectation of its customers by offering the best quality of product. However the company also faced a huge financial loss in the 80,s and 90’s but due to an effective set of strategies the company was able to give a strong comeback. (Ramsenthaler, P. (2019). It has become the most purchased brand by its consumers due to their Specialty Product/Services and customers do not prefer to buy another brand. Their comeback has not improved the quality of their product but also largely increased the number of their loyal customers. Their target market keeps their preference only towards their product and don’t even bother to purchase or compare their product with any other brand. Their 70 years of reliability has made their customers to make efforts and get their Specialty Product/Services instead of relying on something else.

**Associated Services**

There was a time when the term being rich and famous was only limited to business owners and people who belonged to the television industry. However the big bens of social media are no less then celebrities, specifically highlighting the man of the year 2010 Mark Zuckerberg carry equal fame and acknowledgement. According to him the main purpose of creating Facebook was to provide people a platform for multiple benefits. Initially it serves the purpose of connecting people as being a social networking site. Apart from that this website provides associated services to help people in the establishment of their businesses. Facebook support team is constantly available to provide any type of help and assistance that is required by its customers. Furthermore the associated services by this app also help the political leaders and other celebrities in reaching out their followers and fans on one platform without any discrimination. (Hoffmann, et.al 2018).

**References**

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