Name

Professor name

Subject

Date

I. Business

Second Cup

Second Cup gives unique experience to the customers. Second Cup sells hot chocolate, coffee, cold brew, maple latte, baked goods, breakfast and lunch. Green mango boost, almond date and cookies are some new products. The reason for company’s success has been its focus on customer service. The stores are working well by creating excellent ambiance for the customers. The staff is very corporative and always ready to help customers. Company’s marketing through various platforms such as social media and advertisements played greater role in expansion of customer base. I would like to add some variety such as by offering more flavors of drinks and chillers. This will help company to reach more customers. Taking feedbacks will improve relationship of company with the buyers.

Response 1

I like the business selected by MayaJava Williams. I think she made a good choice because Starbucks is a renowned brand that offer better opportunities of growth. In the post she give a description about the products and services that the business will offer to customers. The best part in the business description is the inclusion of reasons that will make the business enjoy competitive edge in the industry. The focus of Maya’s business is more on offering good customer service. By improving calorie menu the business can capture wider customers including those who are diet conscious.

Response 2

I am a big fan of Dutch Bros so I like the post of Yasmin. I agree with her views because she has identified the reasons that made Dutch Bros a successful company. I agree that customer service has been the prominent factor behind its success. The post has identified the products and diversity which allowed the company to enjoy competitive advantage in the beverages industry. I agree that Dutch Bros relationship and work towards community is an important factor behind its success. By focusing in health and discounting deals the company managed to give competition to big brands like Starbucks.

Response 3

I like the post of Trevor because he has chosen a popular brand Sumo Snow. I agree that the brand has not been in the market for long but managed to stay in the industry. I agree that company’s strategy has allowed it to compete with the big brand. I also agree that the business is friendly and focusing on customer satisfaction.

II. Product identity

1. Local companies

The local companies that I selected are;

InterDigital: Trademark of this company is somehow successful because the company has managed to maintain its individuality. The sales of the company have increased by 17% which reflects the role of trademark. The trademark has some weaknesses because it is still struggling to get customers. It is listed in NASDAQ and S&P.

Medifast: This company has a successful trademark because it is known throughout Baltimore and has some subsidiaries. The trademark has allowed the company to create its unique identity. The trademark can be searched on Google and offer quickest information to the customers about its products and services. The company has protected its identity throughout.

WebMD Health: The company has a good trademark because the sales increased by 28 percent. The company offer quick transaction services to the customers. It is registered and information can be retrieved from Google. The trademark is working well at the local level because the company is offering unique services such as guidance and consultation.

Nutrisystem: The company is in Washington that gives services for weight loss and help clients in managing health. The trademark is not successful because the term ‘Nutri’ is commonly used by many other health companies. This indicates that the logo can be imitated by competitors.

1. National companies

Walmart: Wal-Mart is a unique trademark that is registered. Another reason for the success is that it is the largest retail company. Trademark value of Walmart is $36.2 billion. The company is still having largest outlets in the world and remained in the market irrespective of fierce competition. The analysis of the trademark depicts that the company has taken experts opinion based on the goals. Walmart has undergone trademark infringement fight in the US court. This reflects that the company is serious in protecting its trademark.

Starbucks: Trademark of Starbucks is very successful because it is unique and helped the company to protect its brand throughout the world. Starbucks logo has undergone many transformations for the purpose of protecting it. The woman in the middle of the Starbuck logo was created for representing Greek mythology. After dispute in 2003 the company decided to change its logo. The new trademark was registered and the company bought patent rights. There are also some weaknesses such as the word STAR is very common and also used by some other coffee brands.

III. Google search

URL: <https://www.whitepages.com/name/Khoi-Tran/AZ>