Name of Student

Name of Professor

Name of Class

Day Month Year

Zhik Products

**Chosen Aspect: Product**

The company was established before the Athens Olympics when it was observed that the sailing attire market can do a great job with innovation. In the market, there was an opportunity to produce technically elegant gear to facilitate athletes. Ever since the product has been in the market, it has achieved great success. It was already in my knowledge that the company sells a great variety of products into an international arena i.e. it covers more than 40 countries. The product has stretched to Americas, Asia Pacific and Europe. The leading sailors opt Zhik gear to get trophies and get distinction. Also, the sailors demand it for their Olympic campaigns. The Zhik brand has a significance presence with the top athletes in sail racing.

Zhik has been successful in the dinghy boats, Zhik went on to designing the great yachting gear. Zhik AroShell wet weather gear, and Zhik Isotak are increasingly becoming the preference as far as racing sports boats are concerned, and is extended to different varieties favourable for offshore yachting. Currently, Zhik is expanding to embrace fresh technical products that will be attractive in a broader set of outdoor and marine. In this respect, one can expect to experience more from Zhik as they form new network, and expand into wider marine activities. In this context, ZKG’s example is pertinent as it has flexible long grip amphibious shoes, and put them on in every marine atmosphere, the product is fit for street wear.

Moreover, the product is popular in ENGLAND, and it is one of the most prominent brands, the market of Zhik is expanding in the region as the products are tested by Olympic athletes. Therefore, the company wants to deliver its best and so far they have been successful in their approach (Zhik PR And UK Marketing). The company has really worked hard to become the first choice of athletes and the sailors. The product began with a plan! First, it initiated Public Relations programme to have a constant flow of news to a main journalists (Zhik). Also, the product was introduced to those who were not aware of it. In order to penetrate in the market, they knew that trust building was vital element especially when it comes to the relationship with press.

Also, in the ENGLAND, Next is in collaboration with the distributors of Zhik to help ensure distribution to their nation specific press, to follow the major deadlines. The company focuses on the overall brand engagement by exploring new target audiences, and keeping a presence in current strong segments of market, for example youth racing. The company successfully designed its products by keeping in mind the needs of athletes. In the near future, the company will cover more market. While researching about Zhik, I came to know their Public Relations Programme which enabled them to channel their products, and get success in the ENGLAND market.

Finally, I learned that in order to be successful internationally, a special emphasis must be laid on a particular segment as Zhik gear which was designed specifically to meet the requirements of athletes across the world. Overall the company has successfully launched its products in the product especially Zhik gears.

Works Cited

Leonidou, Leonidas C., et al. "International marketing research: A state-of-the-art review and the way forward." Advances in Global Marketing. Springer, Cham, 2018. 3-33.

Zhik UK - The UK's Largest Zhik Stockist". Zhik UK, 2019, https://zhikstore.com/.

Zhik. Coastwatersports.Co.Uk, 2019, <https://www.coastwatersports.co.uk/zhik-shop-18.html>.

"Zhik PR And UK Marketing". Rushall Marketing, 2019, https://www.rushallmarketing.com/portfolio-item/zhik-pr/

"Zhik Announces New Zhik UK Structure - Zhik". Zhik.Com, 2019, <https://www.zhik.com/page/zhik-announces-new-zhik-uk-structure.html>.