

the company's products and become interested. Mattel Inc. can also provide online shopping through big selling websites, for example, Amazon, eBay, and Etsy, so people around the world can browse the products and make purchases easily. When Mattel's products appear on social media, more people around the globe will recognize the toys and its brand name. With good advertisements, the company can attract more international customers to purchase Barbies online. Moreover, given that Mattel Inc.'s targeted audience are contemporary young girls who can be technological savvy, online marketing can attract these clients and increase the sales revenue since. However, initiating advertisements can be expensive with added marketing cost, which can burden the company's already tight finance and cash flow.

### **Recommendation**

According to the SWOT analysis, Mattel Inc.'s strengths in its long history of toy making, connections to products lines, reputation as a trusted company with customer loyalty are important qualities to maintain. Also, since the business had been successful, Mattel Inc. would have solid financial support to research and develop new products. At the same time, Barbie dolls' sexist image needs to be changed to help Mattel Inc. better adapt to the changing societal values and emphases on equality and women empowerment. From the SWOT analysis and a review of the proposed options, Option 1, that is, a change in the body image of Barbie dolls, is most ideal and can be the most effective method to increase sales revenue because this option will cost the least amount of money and can refresh its brand image. Customers are more likely to be attracted by newer products because a fresh image can be very appealing. Moreover, this strategy can alter parents' stereotypical view of Barbie dolls and impel them to reconsider purchasing the new model for their children since Barbies can be seen less sexist.

Steps also need to be taken to ensure that the new product will look different from the traditional Barbie dolls but retain key features and characteristics of traditional Barbie dolls. The new look of Barbie dolls would allow the company to alter its customers' impression. With a more positive brand image, Mattel Inc. would be able to rejuvenate its sales.

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