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TEXTILE TECHNOLOGY DEPARTMENT

**ANALYSIS FOR A POSSIBLE MARKETING STRATEGY
CASE STUDY MERLIN**

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A research project proposal submitted in partial fulfilment of the requirements of the Bachelor of Engineering Honours Degree in Textile Technology.

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ABSTRACT

This research was conducted among Merspin(well known as Merlin and will be referred to as the latter hereafter) customers and competitors in conjunction with the company's marketing department.

The main objectives of the project were to analyse customers, nature of competition in the toweling industry. The company was used as a control for comparison with competitors' strategies. This would enable the company to formulate a marketing strategy that will help it keep its position as a market leader.

A pre-tested questionnaire was administered with the help of the company's staff to 30 local and 20 outside Bulawayo end user customers. Interviews and observations were employed to get information from organizational customers.

It was found that 90% of the end users knew Merlin as the only toweling manufacturer nationwide. Among competitors, national spinners known as Toweltex were the main competitors of Merlin.

A low cost advantage marketing strategy should be employed so as to combat competition, gain a competitive edge, and remain a market leader.