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Analysis of the Luxury Goods & Apparel and Footwear Industries Vi Nguyen Faculty Sponsor: Dr. Stephen Brokaw, Department of Marketing ABSTRACT The luxury goods industry is unique in that it is an industry that relies strictly on marketing and promotion to sell products to a specified group of people. It is also an industry that is well

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STP strategy for New Product Launch-a Work in Progress Tahsina Khan1 1(Lecturer, Department of Marketing,American International University- Bangladesh) ABSTRACT : The paper is the literature review of a work in progress on launching of a new product in the European Market.

### **STP strategy for New Product Launch-a Work in Progress**

In connection with the analysis, the Minerva model and the Mosaic model will be the only models used. In the field of segmentation, the VALS, PRIZM and ACORN models etc. are of certain relevance. However, these will not be explained and/or used in this thesis. 2.2 Method

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