

Mattel: Overcoming Marketing and Manufacturing Challenge

Waleed Bamousa

Abstract: The purpose of this research is to identify possible ways of overcoming marketing and manufacturing challenges at Mattel Inc., one of the world's largest toy companies. The SWOT analysis of the company was done which looked at various threats and opportunities as well overcoming the challenges. The company's massive strengths which have enabled it to rise to the top were also analysed. The key strength of the firm is that it has wide range of product lines, with its most selling brand being Barbie, having several categories from dolls to accessories, Barbie software, and many more licensed products. Mattel has major manufacturing hub that handles production and test without relying on contractors.

Mattel upholds ethical values and involves the employees and consumers in social responsibility, a good way of maintaining consumer's loyalty to the company and its products. It also has capable work force and is focused in building team work through wide range of activities, which is vital for continual success of the company. A part from this, it also seeks to increase level of skills of its workers to enhance productivity.

Monitoring is resourceful in providing information on progress, and thus modifications necessary for growth. Mattel conducts independent monitoring in its manufacturing facilities, in every three years.

Aside from massive strengths, there are also problems surrounding Mattel Inc. in terms of production and marketing. This is partly contributed by its inability to uphold and respect the cultural, ethical and philosophical differences in the different countries of its operations. It's also inefficient in supply, due to inadequate retail stores to meet the high demand. Mattel has experienced losses due to damages reported, of \$100 million worth. In production, Mattel contractors in china producing toys with lead tainted paint also caused a lot of damage.

Constantly changing social economic trends such as, changing lifestyles of young girls, among others have also affected it and there is need for product and marketing strategy adoption to these changes. Price war, with competitors producing cheaper dolls is another threat. All these, have reduced sales for the company.

However, it is still possible for Mattel Inc. to regain and increase its market share with the untapped opportunities. It has to improve on the identified weaknesses, maintain quality while at the same time complying with the laws and regulations of the consumers and society and above all, ensure respect of cultural, ethical and philosophical issues in countries of its operations.

In conclusion, Mattel Inc. being a household name and with the revenue capacity that it still experiences, can still rise higher once the gaps have been filled



SWOT Analysis

Internal Strengths

- World's largest toys company in terms of revenue.
- Mattel is the most popular brand name on owning girl's doll called Barbie.
- Number one selling which represents half of Mattel's sales productivity income.

- Barbie lines today have several categories which contain of; dolls, accessories, Barbie software, and broad assortment of licensed products such as books and foods.
- Barbie introduced as a shiny teenage contemporary.
- Gained multiple male female and friends and family.
- All workers rights choose to follow with organization or association without interference.
- Mattel had a three-point plan designed to tighten Mattel's control of production. And test the product itself rather than adopting on contracts.
- Encouraging the employees and consumers to do the same social responsibility.
- Capable of determine the compliance with its principles records.
- Mattel has full access for designated for onsite inspections.
- Became the first global consumer products company to apply such a core contractors worldwide.
- Mattel employees are encouraged to participate in a wide activities such as, Team Mattel, a program which has Mattel workers to cooperate with local Olympics programs.
- It has routinely gets over 50 million visits in every month.
- The company is concern of building and encouraging responsible business practice in wide range around the world.
- Mattel attempt to be obliged of evolve the skill level of workers in order to obtain experience on productivity.
- Fast of upholding ethnical values.
- In every three years, the company conducts independent monitoring council audit in manufacturing facilities.
- Mattel's line produce a new brand Fisher- price products

Internal Weaknesses

- Technology has created special marketing problems for Mattel because it markets in children nor with parents.

- There is an adequate of retail stores that have seen for couple years on intense demand.
- Mattel brand is not fast of producing Barbie dolls.
- Mattel has been receiving damages of \$100 million.
- Responsibility and respect the cultural, ethical, and philosophical different of the countries in which it operates between the manufacture.
- Lack of hiring and employing regard to his or her ability nor of individual characters or belief.

External Opportunities

- The rate at which children are growing up and leaving the toys.
- Slip demand for toys and the most recent economics recession.
- Mattel adopting on Walmart and Target which consider the amount power.
- European retailer discovered lead paint on a toy.
- China had impacted of producing the toys where estimated 10 million.
- Issue plaguing other overseas manufactures.

External Threats

- Mattel has extremely affected by slipped over the past decade of mainly issues for instance; changing lifestyles of today's young girls are belong for Mattel. Secondly, Barbie has suffered of new innovative completion.
- Hot wheels website which include a lengthy online privacy policy.
- MGA competition of producing Brats doll line that obtained tremendously of market share.

Questions for Discussion:

1. Do manufacturers of children's products have special obligations to consumers and society? If so, what are these responsibilities?

Yes, it should be operating facilities of global Manufacture principles of the company needs and wants. Such as,

- 1- Responsibly and respect the cultural and ethical, philosophical different of the countries in which it operate.
- 2- Uniform standards.
- 3- Must be comply with local and national laws of the consumers and society.
- 4- Respect the intellectual property of the organization.
- 5- Responsible for product safely and quality, taking care of the environment, customs, evaluations and monitoring.
- 6- Partners must comply with all interior and exterior regulations.

2. **Comment on the strengths and weaknesses of Mattel's core brands. In looking at Barbie specifically, what actions would you recommend to stem Barbie's sales decline? Should Mattel accept the fact that the brand will never regain its former sales status? Explain.**

Basically Mattel has a huge well-known company that has a lot of offering both children and investors. And even though, it remains number one doll in the United States and worldwide. And Barbie.com, is also number one website for girls. As a result, his company constantly selling his divers products even it is slumped; it is stilling producing several dolls category. Mattel has many ideas in his head to build up the sales after what happened. As an abstract,

he analyzed of a great growth potential with technology-based toys consequently, in international markets.

3. To what extent was Mattel responsible for issues related to its production of toys in china? How might Mattel have avoided these issues?

He quickly stopped production at Lee Der, the company officially producing the recalled toys, after it was discovered that Lee Der had purchased lead-tainted paint to be used on the toys. Mattel saves his money in the face of increasing prices.

4- What opportunities and threats does Mattel face as it looks toward its future?

- 1- the company admits topoorly handling recent affairs.
- 2- materializes within the marketing environment issues such from occurring.
- 3- the rate of children growing up and leaving toys.
- 4- purchasing power needs to customers needs in global markets.