Chapter 1   
Strategic Marketing: Analysis, Perspectives, and Blueprint

1. TESCO and BMW are two companies which are known to adopt a market-oriented strategy. Visit both companies’ websites ([www.tesco.com](http://www.tesco.com)) (<www.bmw.com>) and examine if the information that they present about themselves reflects their commitment to a market-oriented strategy. Give examples or quotations as a proof.
2. Go to the website of Disneyland (<https://disneyland.disney.go.com>) and define the marketing strategy adopted by the company. Do you think it is a one-strategy approach that has been implemented by Disneyland in the US and Europe, or do they use different approaches?