Levis’ Marketing Film Task

Watch the Levis film on stream then answer the following questions.

1. Draw a Boston Matrix and plot Levis product range on it. Do they have more products in one category than others?
2. Are Levis mass or niche market? Explain your answer.
3. What were the key facts/decisions that changed Levis’ fortunes?
4. Do you think they have been successful. Explain your answer.

Where can you buy Levis?