

FAD 2401

Fashion Product Management

Instructor :

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Collection of marketing information and setting criteria for product market analysis

from defining and studying consumer behavior target group It can be seen that consumers are considered the most important thing in Marketing planning designed to meet Consumer needs need to study about the ingredients. Marketing to bring maximum satisfaction to the market target and must be adjusted to match the target market conditions. changing and competitive conditions in the market to create Gain an advantage over competitors by marketing mix (4P) together.



(Product)

The product is an important factor in the marketing mix. But in addition to the product itself, manufacturers must also consider price strategies, sales strategy, advertising strategy and distribution strategy. Most of the products on the market can always be improved. Products can be done in terms of quality, style, performance, and reduce production costs.

New product development is inevitable for manufacturers, even if the products available in the market will sell well and be popular. Due to the number of competitors, rapid increase. That means competing for market share. But in the development of new products, there is a high risk as well. Therefore, the manufacturer must study the product development thoroughly before will market it to the market.



(Price)

in the number of components of the marketing mix
Price is a component that has caught the attention of economists. The pricing can be divided as follow;

- **Pricing to focus on making profits** such as the rate of return on sales or investment.
- **Sales-focused pricing** to increase sales value or increase market share.
- **Pricing to stabilize the market** It is a price setting according to the market or important competitors.
- **Pricing to emphasize product standpoint** such as product quality standpoint or the image of the product.



One Shirt's Cost

Fabric	\$6.80
Fabric for placket & vent	\$0.99
4 buttons (including 1 extra)	\$0.12
Thread	\$0.09
Labels	\$1.10
Hang tag	\$0.40
Waste fabric	\$0.85
Labor	\$11.05
Packing materials	\$0.17
Ship materials to N.Y. factory, then shirts to Atlanta	\$5.00
Hand-embroidered linen bag	\$3.00
Total	\$29.57
Wholesale price	\$65.00
Retail price	\$155.00

Source: KP MacLane



(Place)

Distribution Channel Management is making consumersThe goal is to be able to access the products as consumers want. Start by analyzing the behavior of target customers that there areHow much where are you? How do you have behavior when choosing to buy products?such as how often to buy Buy in any type of store Popular to buy on any day and timeIncluding how to pay for purchases Product Featuresand the difficulty of how to use the product will be a type specificationof distribution channels



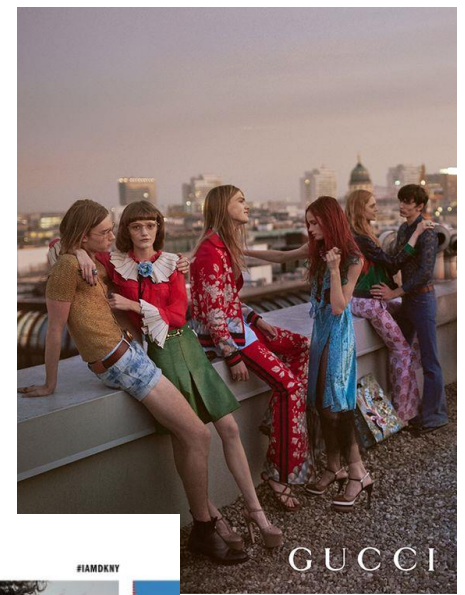
(Promotion)

effective product promotion It's communication with customers. The target audience is aware of the products they want to offer. Recognize the quality of the product. Eventually arouse interest in purchasing the product. Ingredients for purchasing the product contains advertising personal sale promotion and public relations due to product differences product standpoint product life cycle and product promotion policy which will have to find new marketing communication channels that effectively reach the target consumers using low cost but high efficiency and allow buyers to choose and buy products most conveniently.

(Promotion)

Marketing Mix Development is to analyze the various components that How to mix it to suit the target market like what product What methods are used to promote the product? how to distribute and what the price should be To promote products that will best reach the target market. and scheduling the most suitable time.





Note : Personal and Commercial use Only





SWOT Analysis



Strengths

- Global outreach
- Strategic locations
- Seamless distribution strategy
- Minimalistic store image
- Fast-changing collections

Opportunities

- Demand for high-fashion at affordable prices
- Growing Asian market, especially China



Weaknesses

- Brand image closely tagged to competitors
- Limited stocks
- Lack of Marketing Communications

Threats

- Fierce competition
- Lawsuits related to sweatshops
- Possible imitation of goods
- Dilution of brand equity

Strength :

Strengths are internal factors related to a business. beneficial or difference to the product, product, service large companies may. There is a strong point is the level of capital. Smaller companies may be fast. Flexibility to respond to customer needs in a manner that the company big size can't do.

For example Strengths such as good location, flexibility, skilled staff. in high performance, the characteristics of which are specific forms of the product, etc.



<https://acidcow.com/>



<https://www.openpr.com/>



Weaknesses :

Weakness is another internal factor related to the business which is often the opposite of strengths

For example, High cost , bad location ,There are many competitors in the same style, financial is not strong, knowledge and skills limited etc.



<https://www.ssense.com/>



Opportunity :

Opportunity is a physical factor that affects the business in any way. One way, these factors can come from a number of sources: customers, competitors, government requirements, etc.

For example, competition is mild, competitors go out of business. or moving areas, expanding markets, using new and better raw materials, etc.



<https://www.brandinglosangeles.com/>



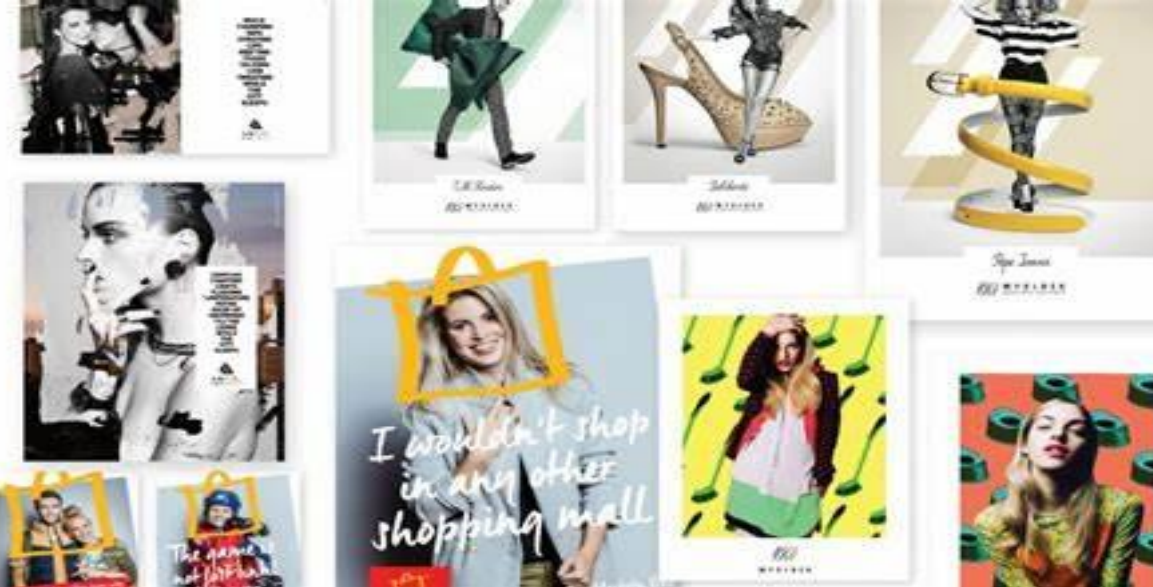
<https://enhypenlineartdrawingniki.blogspot.com/>

Threat :

Obstacles are the opposite of opportunities. is something thereAs a result, the sale of goods or services is not smooth.

For example, Intense competition ,
competitors offer special offers or discounts
,raw material prices, etc.

<https://theprettyplaneteer.com/>



<https://www.peterandpaul.cz/>

Strengths

- Strong brand image
- US top lingerie retailer
- Over 1500 stores worldwide in over 80 countries
- People will knowingly still want to buy from the brand, despite their array of ethical issues
- VS fashion show - very popular and big selling point

Weaknesses

- Many well established competitors in the UK with loyal consumer bases including M&S and Boux Avenue
- 2018 fashion show dropped to lowest numbers ever - 3.3 million viewers, compared to 5 million in 2017

Opportunities

- Most of its competitors use influencer marketing, whereas VS only uses their own models - social media opportunities
- Plus size market is growing - VS is yet to capitalise on this

Threats

- Rise of online-exclusive retailers with competitive pricing e.g. PLT
- Backlash from public for continuing to ignore the plus-size market and not being representative/inclusive of all consumers

<https://fmcsophierogac.blogspot.com/>



SWOT analysis

Strengths

- Loyal audience
- Multi brands stores all over the world
- Successful alliances with LG and Toyota
- Bright well-known, recognizable advertising company
- Unique heritage under Miuccia Prada

Weaknesses

- Private company – difficulty in acquiring funding; ongoing battle with corporate debts
- 57% of sales- leather goods
- Weak e-commerce participation
- Unfriendly policy to environment

Opportunities

- Global markets growth -Asia esp. China
- Outsourcing production
- Product alliances with new partners
- Franchises
- Digital market
- Capture the younger generation consumers

Threats

- Transparency of Internet lead to price consistency or “Burberry effect”
- Falsifications (esp e-market, touristic countries)
- Existing competitors and rising fashionable catwalk copycats (H&M, Zara)
- European crisis

5/18/2012

BRAND RESONANCE PYRAMID CBBE

RESONANCE

- Strong brand loyalty.
- Same theme of advertisements iconic Chanel.

JUDGEMENTS

- Overpriced.
- Value for money.

FEELINGS

- Sense of high social status / price.

PERFORMANCE

- Good quality.
- Durable.

IMAGERY

- Themed use of black and white.
- Emphasises luxury / sophistication.

SALIENCE

- Iconic brand status.
- Low recall rates, high brand recognition.

