

**LASALLE COLLEGE**

**FASHION MARKETING**

**571 KRM 03**

Consumer Segment Profile

Table 1.1 (**One table per segment**)

|  |  |
| --- | --- |
| Segment name: (ex. Gen Y - hipsters) | Gen Z |
| Benefit sought:(physical & psychological) | High dependence on InternetBrand-conscious and active users of social mediaHigh potential purchasing power |
| VALs: | Prefer online shoppingTrust brand messages than elder generationsEntire purchasing behaviours are completed by their parentsInnovative and passionate[[1]](#footnote-1) |
| Personality: | Socially responsibleIndependent and show entrepreneurial spirits |
| Demographics: | Age range 5-20Male population:3,036,600 Female population: 2.878,800Make up a 16.5% of Canadian population**[[2]](#footnote-2)**  |
| Geographic: | North America |
| Purchase behaviour: brands (minimum 4 manufacturer’s brands), store type, store name, price sensitivity | Diesel, Levis, Lee, Wrangler, JbrandPrefer shopping online |
|  |  |  |
| Demand estimate: | Q = 2.878,800 x 96% x $45 x 6.5= $808 million[[3]](#footnote-3)  |

Table 1.2

|  |  |
| --- | --- |
| Segment name: (ex. Gen Y - hipsters) | Baby Boomers |
| Benefit sought:(physical & psychological) | Specially appreciate the value of loyaltyOld and Retired |
| VALs: | Trust more print media information than online promotionLess elastic to pricing-related promotionHigh level of brand loyalty[[4]](#footnote-4) |
| Personality: | Hard-working, self-reliant, High income[[5]](#footnote-5) |
| Demographics: | Age range 50-69Male population:3,333,600 Female population: 3.412,700Make up a 18.8% of Canadian population[[6]](#footnote-6)annual income over $60000majorly occupy positions of company managers, and senior supervisors |
| Geographic: | North America |
| Purchase behaviour: brands (minimum 4 manufacturer’s brands), store type, store name, price sensitivity | Not Your Daughter’s Jeans, Levis, Chico’s, Gloria Vanderbilt, Wrangler, Lee[[7]](#footnote-7) Prefer instore shopping experience |
|  |  |  |
| Demand estimate: | Q = 3.412,700 x 96% x $45 x 6.5= $958 million [[8]](#footnote-8) |

MANUFACTURER Competitor Grid

Table 2.1 Competitor for Gen Z

|  |  |
| --- | --- |
| Name of Enterprise | Diesel S.p.A. |
| Founded in : | 1978 |
| Manufacturing: | Use contract wholesale suppliers |
| Mission | We decode the world around us, take it apart and unlock what we thought we knew.[[9]](#footnote-9) |
| Product lines offered – brand name  | Diesel, Diesel Black Gold and Diesel Kid  |
| Target market - consumer | Youngers and children who are very fashion conscious |
| Principal distributors (3 or 4) and number of points of sale for each distributor | Diesel Online | Multi-brands stores | Diesel stores |  |
| - | - | 5000 |  |
| Number of points of sale | 5000 in 80 countries |
| Annual sales | €1.3 billion in 2009 |
|  |
| Product lines offered – product category |  |  |  |  |
| Focus on the denim product line(s) : Brand name | Jean Brand | Jean Brand | Jean Brand | Jean Brand |
| Diesel | Diesel Black Gold | Diesel Kid |  |
| Brand image / personality | Atypical and provocative | Premium line | For kids |  |
| Styles and Features | Basic to basically crazy | casual luxury line[[10]](#footnote-10) | Classic blue denim in a variety of styles, finishes and colours |  |
| Sizes | Men, Women | Men, Women | Infant, Junior |  |
| Colours | 1 colour | 1 colour | Various colours |  |
| Price range | $30 - $410 | $100 -$320 | $80 - $150 |  |
|  |
| Strengths | Weaknesses |
| 1. Known for its luxury clothing aimed at young adult market2. Strong advertising strategy 4. One of the first clothing companies to have a major presence on the internet since 19955.The diversification into other merchandise (such as sunglasses ,watches, perfumes, footwear) makes it a complete lifestyle brand6.Over 2500 employees in 80 countries [[11]](#footnote-11) | Gaps between their marketing campaigns[[12]](#footnote-12) |
| USP: Complete lifestyle brand |
| Competitive advantage | Pre and post sales support for customers |

Table 2.2 Competitor for Gen Z

|  |  |
| --- | --- |
| Name of Enterprise | Levi Strauss and Co. |
| Founded in : | 1853 |
| Manufacturing: | Use contract manufacturers in Asia to produce jeans |
| Mission | Bringing the pioneering spirit of our founder to our advocacy work, we do not shy away from taking a public stance on vital issues ranging from worker rights to climate change. |
| Product lines offered – brand name  | Levi’s (70%), Dockers (19%), Signature and Denizen |
| Target market - consumer | Men, women and children – all ages |
| Principal distributors (3 or 4) and number of points of sale for each distributor | Hudson’ Bay | Sears | Chinese Laundry | Leve’s Online |
| - | - | - | - |
| Number of points of sale | Approximately 50,000 retail locations in more than 110 countries |
| Annual sales | $4.75 billion[[13]](#footnote-13) in 2014 |
|  |
| Product lines offered – product category |  |  |  |  |
| Focus on the denim product line(s) : Brand name | Jean Brand | Jean Brand | Jean Brand | Jean Brand |
| Levi’s | Dockers | Denizen | Signature by Levi Strauss &Co. |
| Brand image / personality | Tried and true | Authentic khaki | great-fitting, great-looking, well-made jeans exclusively to Target | high-quality, affordable，fashionable jeans from a trust company |
| Styles and Features | Classic American style and effortless cool | Business casual clothing | Premium fabrics, finishes and fits[[14]](#footnote-14) | Casual wear |
| Sizes | Men, Women, Kids | Men, Big &Tall, Women | Men, Women, Boys | Men, Women, |
| Colours | Various colours | Various colours | Various colours | Blue, Black |
| Price range | $28 -$250 | $30 - $150 | $19 - $49 | $10 - $50 |
|  |
| Strengths | Weaknesses |
| Brand equity – the classic blue jean1.Strong Brand Name and popular top-of-the-mind brand2. Expertise in Jeans Industry3. Distribution Channels and Global Outsourcing4.Finance and Access to International Capital5. Has over 470 self-operated stored globally managed by 16000+ employees6.Levi’s marketing includes retro popular songs in its TVC ad campaigns7.Over 60 and 25 manufacturing plants in US and abroad respectively[[15]](#footnote-15) | 1.High Pressures of Brand Protection2. Increasing competition means limited scope for growth[[16]](#footnote-16) |
| USP: Oldest Jeans Brand yet modern[[17]](#footnote-17) |
| Competitive advantage | Name and logo: Copyright and registered trademarks  |

Table 2.3 Competitor for baby boomers

|  |  |
| --- | --- |
| Name of Enterprise | Wrangler |
| Founded in : | 1947[[18]](#footnote-18) |
| Manufacturing: | Use contract manufacturers in Asia to produce jeans |
| Mission | Wrangler is in the spirit of people who work hard, have fun and recognize courageous individuality. |
| Product lines offered – brand name  | Rustler, Wrangler international, Wrangler western, Wrangler workwear, Wrangler five star, genuine Wrangler, Wrangler Riggs, Aura from the women, Wrangler 20x, Wrangler premium patch, Rock 47, Wrangler authentic |
| Target market - consumer | Men and women from the urban upper middle class |
| Principal distributors (3 or 4) and number of points of sale for each distributor | Sears | Walmart | sporting goods stores | western apparel retailers |
| - | - | - | - |
| Number of points of sale | 865+ retail stores worldwide and e-commerce is available in 13 countries |
| Annual sales | $11.302,350.000(VF CORPORATION)[[19]](#footnote-19) |
|  |
| Product lines offered – product category |  |  |  |  |
| Focus on the denim product line(s) : Brand name | Jean Brand | Jean Brand | Jean Brand | Jean Brand |
| Cowboy Cut[[20]](#footnote-20) | Five star Premium[[21]](#footnote-21) | Rock 47[[22]](#footnote-22) | Riggs Workwear[[23]](#footnote-23) |
| Brand image / personality | Original Fit Jean | Relaxed Fit Jean | Genuine American low-rise jeans for women | Men's Work Horse Jean |
| Styles and Features | Classic Five Pocket | Classic Five Pocket | Classic Five Pocket | Carpenter, Classic Five Pocket, Utility |
| Sizes | Regular, Big &Tall, Student | Regular, Big &Tall | Regular, Big &Tall | Regular, Big &Tall |
| Colours | Various colours | Various colours | Various colours | Various colours |
| Price range | $25 - $50 | $18.97 - $21.99 | $55.2 - $69 | $29 - $64 |
|  |
| Strengths | Weaknesses |
| 1. Wide distribution channel2. Own many flagship specialty stores l3. Strong brand presence4. Good marketing and advertising at stores and print ads[[24]](#footnote-24) | 1.Competition from standalone specialty stores 2. High brand switching[[25]](#footnote-25) |
| USP: Comfort and style at affordable rates |
| Competitive advantage | Brand name, marketing and advertising promotion |

Table 2.4 Competitor for baby boomers

|  |  |
| --- | --- |
| Name of Enterprise | Lee |
| Founded in : | 1889 |
| Manufacturing: | Lee Jeans have been manufactured by Arvind Mills in a number of small factories in Chamarajanagar, India.[[26]](#footnote-26) |
| Mission | ONE DAY, ONE CAUSE, ONE CURE[[27]](#footnote-27) |
| Product lines offered – brand name  | Modern series, Lee Dungarees, Riders by Lee and Lee Platinum Label |
| Target market - consumer | Young urban men and women from the upper middle class[[28]](#footnote-28) |
| Principal distributors (3 or 4) and number of points of sale for each distributor | Lee online | Dillard‘s | JCPenney |  |
| - | - | - | - |
| Number of points of sale | 865+ retail stores worldwide and e-commerce is available in 12 countries  |
| Annual sales | $11.302,350.000(VF CORPORATION)[[29]](#footnote-29) |
|  |
| Product lines offered – product category |  |  |  |  |
| Focus on the denim product line(s) : Brand name | Jean Brand | Jean Brand | Jean Brand | Jean Brand |
| Modern Series[[30]](#footnote-30) | Lee Dungarees[[31]](#footnote-31) | Riders by Lee[[32]](#footnote-32) | Lee Platinum Label[[33]](#footnote-33) |
| Brand image / personality | Active Comfort Denim | Good fit, good quality, good looking | Easy care | Royal treatment for people’s figure |
| Styles and Features | The perfect combination of unbeatable comfort and style | Good fit, good quality, good looking | Figure flattering style, all day comfort, unbeatable value | Rich finished, refined details |
| Sizes | Mens, Big & Tall | Mens, Big & Tall,4 -7X, 8-20, Husky | Misses | Misses |
| Colours | Black, Blue, Green, Khaki | Various colours | Blue, Khaki | Various colours |
| Price range | $48 - $60 | $29 - $60 | $20 - $30 | $25 - $75 |
|  |
| Strengths | Weaknesses |
| 1. Over 100 stores all over the world and employs over 500 in the US2. Strong brand image 3. Reputation in its innovation and the zipper fly jeans4. One of the first jeans brand to start advertising through TV5. Effort on advertising campaign and brand awareness6. Socially responsibility 7. Strengths in Manufacturing[[34]](#footnote-34) | 1. Limitation of the e-commerce in Asia 2. Problems in distributing updated stocks in Asia and Europe[[35]](#footnote-35) |
| USP: A company which has rich heritage, Innovative designs and socially responsible organization. |
| Competitive advantage | Name and logo, social responsibility  |

Target Market Need / Want Satisfaction:

Table 3.1 Gen Z(Degree of need / want satisfaction based on information from tables 1 and 2 - **One** **table per segment**)

|  |  |
| --- | --- |
| **Consumer segment:** | **Competitors’ offerings:** |
|  | **Diesel** | **Levis** |
| Brand-conscious | Brand is well-known for its luxury clothing aimed at young adult market. | The brand has been known as one of the top jeans producers all over the world. |
| active users of social media | - | - |
| Prefer online shopping | E-commerce is available.  | E-commerce is available.  |
| **How well is the need being satisfied presently? What are the overlaps (where the need / want is well covered) and gaps (where the need /want is not satisfied or not well satisfied)? Is the gap important to the consumer?**Gen Z’s need is well satisfied by the current market. Overlaps: Competitors are well-known by their brand, and provide convenient online shopping experience for the consumer. Gaps: Promotion or/and interactive activities regarding the brand information are limited on the social network.The gap is not that important, because social network is not the only channel to get promotion information for Gen Z. |

Table 3.2 Baby boomers

|  |  |
| --- | --- |
| **Consumer segment:** | **Competitors’ offerings:** |
|  | **Wrangler** | **Lee** |
| Old and retired | Wrangler targets men and women from the urban upper middle class | Lee targets the young urban men and women from the upper middle class. |
| High level of brand loyalty | Strong brand presence | The company was founded in 1889, the brand is well-known as one the top producer of denim worldwide. |
| Prefer instore shopping | 865+ retail stores worldwide | 865+ retail stores worldwide |
| **How well is the need being satisfied presently? What are the overlaps (where the need / want is well covered) and gaps (where the need /want is not satisfied or not well satisfied)? Is the gap important to the consumer?**Baby boomers’ need is not well satisfied by the current market. Overlaps: Competitors are well-known by their brand, and provide convenient shopping experience for the consumer. Numbers of retail stores are provided by competitors. Gaps: Competitors have been continued to produce jeans the same way that they have been for years. However, baby boomers’ age are among 55 – 70, sizing (waist and thighs) for jeans is not fit and comfort.The gap is very important to the consumer, because the top two things baby boomers look for in jeans are fit and comfort. |

Degree of company competitiveness

Table 4.1 Gen Z (Based on case information and table 2 - **One table per segment**)

|  |  |  |
| --- | --- | --- |
| Company (AJ) | Diesel | Levis |
| Strengths | Strengths | Strengths |
| AJ is able to produce a high daily volume of denim clothing within affordable costs, while maintaining peak quality standards. | Strong brand name for its luxury clothing | Strong brand name and expertise in Jeans Industry |
| AJ is a contract manufacturer for private label retailers and name brand denim companies worldwide. | Strong advertising strategyHave a major presence on the internet since 1995 | Distribution Channels and Global OutsourcingStrong strategy in marketing campaigns |
| AJ is a full process manufacturer. | E-commerce is available.  | E-commerce is available.  |
| AJ has excellence in craftsmanship, its expertise is in developing and producing premium clothing in denim, twill, canvas and corduroy fabrics. | A complete lifestyle brand, it offers watches, footwear, perfumes etc. as well as clothing | Has over 470 self-operated stored globally |
| Weaknesses | Weaknesses | Weaknesses |
| Lack of brand awareness | Gaps between marketing campaign | High Pressures of Brand Protection |
|  | Fancy price |  |
|  |
| Areas where the company (Atlantic Jeans) can match or outperform the competitors:(Based on analysis of strengths and weaknesses and ability to develop and market the need / want satisfier) |
| AJ is able to provide affordable and high quality products. |
| There are opportunities to run ad campaign on social network and convey brand message. |

Table 4.2

|  |  |  |
| --- | --- | --- |
| Company (AJ) | Wrangler | Lee |
| Strengths | Strengths | Strengths |
| AJ is able to produce a high daily volume of denim clothing within affordable costs, while maintaining peak quality standards. | Wide distribution channel | Wide distribution channels |
| AJ is a contract manufacturer for private label retailers and name brand denim companies worldwide. | Strong brand presence | Strong brand name and expertise in Jeans Industry |
| AJ is a full process manufacturer. | Good marketing and advertising at stores and print ads | Effort on advertising campaign and brand awareness |
| The Blue brand appeals to a wide demographic. | - | Manufacturing advantage(Jeans is manufactured by Asian company, where the brand gains cost advantage as the raw materials are cheap in India) |
| Weaknesses | Weaknesses | Weaknesses |
| Lack of brand awareness | Competition from standalone specialty stores  | No available E-commerce in Asia  |
| - | Lot of options available and high brand switching | Problems in distribution of the updated stocks in Asia and Europe |
|  |
| Areas where the company (Atlantic Jeans) can match or outperform the competitors:(Based on analysis of strengths and weaknesses and ability to develop and market the need / want satisfier) |
| AJ is able to provide affordable and high quality products. |
| AJ is able to produce jeans that make the target group (baby boomers) look good and slim, and fit around the legs, thighs and waist through its excellent craftsmanship. |

Strategic Fit Analysis (based on analysis of tables 1, 2, 3 and 4)

Table 5.1 Gen Z (**One per segment**)

|  |
| --- |
| Segment name: Gen Z |
| Mission: | *To provide fashionable jeans with affordable price* |
| **Resources and Expertise:** | AJ is able to produce a high daily volume of denim clothing within affordable costs, while maintaining peak quality standards. |
| **Financial analysis:** | Q = 2.878,800 x 96% x 1% x 6.5= 179637R = 179637 x $12.5= $2.2 millionCogs =$ 0.7 millionG.M. = $ 1.5millionExp. = $ 1.3millionProfit = $0.2 millionProfit % = 9 % |
| Segment fit with company: | The segment does not fit with company. Distribution channels are limited, particularly E-commerce is not available. Competition is fierce in the youngster market, and AJ do not have any competitive advantages.  |

Table 5.2 Baby boomers

|  |
| --- |
| Segment name: baby boomers |
| Mission: | *To provide fashionable jeans that fit middle-aged individuals* |
| **Resources and Expertise:** | AJ is able to produce jeans that make the target group (baby boomers) look good and slim, and fit around the legs, thighs and waist through its excellent craftsmanship.  |
| **Financial analysis:** | Q =3.412,700 x 96% x 2.5 % x 6.5= 532381R = 532381 x $12.5= $6.7 millionCogs = $2.2 millionG.M. = $4.5 millionExp. = $3.8 millionProfit = $0.7 millionProfit % = 10% |
| Segment fit with company: | The segment fits with company. AJ has the ability to produce jeans that fit middle-aged individuals. The current distribution channels also fit with customer buyer behaviour. |

Segment Selection

Table 6 (based on information from table 5)

|  |
| --- |
| Segment name: baby boomers |
| Justification: | Baby boomers were the first generation to grow up in jeans. They hold 18.8% of the Canadian population, one of the biggest groups in Canada. However, the current jeans producers still produce jeans the same way as they have been for years. Thus, it is obvious there is a booming market for jeans that fit middle-age hips and thighs while still comfort and looking cool. AJ is able to produce jeans that make the target group (baby boomers) look good and slim, and fit around the legs, thighs and waist through its excellent craftsmanship. Based on the results of calculations from table 5.1 and table 5.2, it is found that AJ expects to obtain a profit on the new product of jeans of 0.2 million and 0.7 million with profit return on sales of 9% and 10% in the market of Gen Z and baby boomers respectively. In consequence, baby boomers is selected as the target customers. |

Potential Positioning Strategy

Table 7 (Identify the overlaps and gaps – (based on table 3): where the consumer need / want matches the company’s ability to satisfy the need / want in a competitive and differentiated manner.)

|  |  |  |
| --- | --- | --- |
| Overlaps: | Company’s ability to match what is in the market | Company’s ability to exceed what is in the market |
|  | Brand awareness  | Distribution channels |
| Gaps: | Company’s ability to satisfy the N/W |
|  | Excellence in craftsmanship |
|  | Superior quality |
| Decision: | What physical and / or psychological needs / wants will be targeted? |
| The most important things the target customer segments (baby boomers) look for in jeans are: fit and comfort. AJ is able to produce jeans that make the target customer segments look good and slim, and fit around the legs, thighs and waist through its excellent craftsmanship. Besides, it is possible for AJ to provide more ads campaign through print media information than online promotion. |

Positioning Statement

Table 8

|  |
| --- |
| To baby boomers who need jeans that fit middle-aged hips and thighs while still looking fashionable and attractive, Superior Blue is “distressed” “fat” jeans that gives you jeans that make you look good and slim, and fit around the legs, thighs and waist with most affordable price. |

Space Map

Table 9 The anchors must be identified and justified. The company/ brand and all competitors in the segment must be placed on the map (See power point lecture – positioning for an example)



Marketing Mix

Table 10 (All four elements of the marketing mix must be outlined)

|  |  |
| --- | --- |
| Product | “distressed” and “fat” jeans trousers under the Superior Blue brand with the slogan “Fashion is for everyone” |
| Price | MSP：$12.5 Suggested RSP $60 |
| Promotion | Use print media to convey the promotion information: This is fashionable jeans for every body type. |
| Place | Channel of distribution: WalMart, Target, Chico’s, Macy’s and Kohl’s |

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2. See http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/demo10a-eng.htm [↑](#footnote-ref-2)
3. Based on the estimation that 96% of the population who own a pair of jeans, $45 for a pair of denim jeans in average and 6.5 denim pants individual owns in average, see http://www.statisticbrain.com/denim-jeans-industry-statistics/ [↑](#footnote-ref-3)
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6. IBID 2 [↑](#footnote-ref-6)
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16. IBID [↑](#footnote-ref-16)
17. IBID [↑](#footnote-ref-17)
18. See http://www.wrangler.com/store/WRG\_STORE\_US/en\_US/content/about\_us/overview.html [↑](#footnote-ref-18)
19. Consolidated statements of income (2013), retrieved from http://reporting.vfc.com/2013/consolidated\_statements\_of\_income/index.html [↑](#footnote-ref-19)
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24. Wrangler SWOT Analysis, USP & Competitors, retrieved from http://www.mbaskool.com/brandguide/lifestyle-and-retail/3813-wrangler.html [↑](#footnote-ref-24)
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