

**LASALLE COLLEGE**

**FASHION MARKETING**

**571 KRM 03**

Consumer Segment Profile

Table 1 (**One table per segment**)

|  |  |
| --- | --- |
| Segment name: (ex. Gen Y - hipsters) |  |
| Benefit sought:(physical & psychological) |  |
| VALs: |  |
| Personality: |  |
| Demographics: |  |
| Geographic: |  |
| Purchase behaviour: brands (minimum 4 manufacturer’s brands), store type, store name, price sensitivity |  |
|  |  |  |
| Demand estimate:(the price and quantity must be from the segment) | Q = n x avg. p x avg. q NOTE: 1. Apply the information for the generation for developing the number of people in the population. 2. Assume no wholesalers are used and retailers apply a Keystone mark-up strategy. |

MANUFACTURER Competitor Grid

Table 2 (**One table per competitor** (**must be manufacturers not retailers**) – **2** competitors must be presented **per segment**)

|  |  |
| --- | --- |
| Name of Enterprise |  |
| Founded in : |  |
| Manufacturing: | . |
| Mission |  |
| Product lines offered – brand name  |  |
| Target market - consumer |  |
| Principal distributors (3 or 4) and number of points of sale for each distributor |  |  |  |  |
|  |  |  |  |
| Number of points of sale |  |
| Annual sales |  |
|  |
| Product lines offered – product category |  |  |  |  |
| Focus on the denim product line(s) : Brand name | Jean Brand | Jean Brand | Jean Brand | Jean Brand |
|  |  |  |  |
| Brand image / personality |  |  |  |  |
| Styles |  |  |  |  |
| Features |  |  |  |  |
| Sizes |  |  |  |  |
| Colours |  |  |  |  |
| Price range |  |  |  |  |
|  |
| Strengths | Weaknesses |
| Brand equity – the classic blue jean |  |
| USP: The original jean  |
| Competitive advantage | Name and logo: Copyright and registered trademarks  |

Target Market Need / Want Satisfaction:

Table 3 (Degree of need / want satisfaction based on information from tables 1 and 2 - **One** **table per segment**)

|  |  |
| --- | --- |
| **Consumer segment:***Benefits sought & / or VALs: Physical (features, styles, sizes, quality...) & Psychological(image, hierarchy of needs)* | **Competitors’ offerings:***Benefits sought & / or VALs: Physical (features, styles, sizes, quality...) & Psychological(image, hierarchy of needs)* |
|  | **Competitor 1** | **Competitor 2** |
|  |  |  |
|  |  |  |
|  |  |  |
| **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?** |

Degree of company competitiveness

Table 4 (Based on case information and table 2 - **One table per segment**)

|  |  |  |
| --- | --- | --- |
| Company (AJ) | Competitor 1 | Competitor 2 |
| Strengths | Strengths | Strengths |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Weaknesses | Weaknesses | Weaknesses |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |
| 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) |
|  |
|  |
|  |
|  |

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

Table 5 (**One per segment**)

|  |
| --- |
| Segment name: |
| Mission: |  |
| **Resources and Expertise:** |  |
| **Financial analysis:** | Q =R =Cogs =G.M. =Exp. =Profit =Profit % = |
| Segment fit with company: |  |

Segment Selection

Table 6 (based on information from table 5)

|  |
| --- |
| Segment name: |
| Justification: |  |

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 |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Gaps: | Company’s ability to satisfy the N/W |
|  |  |
|  |  |
|  |  |
|  |  |
| Decision: | What physical and / or psychological needs / wants will be targeted? |
|  |

Positioning Statement

Table 8

|  |
| --- |
| The positioning statement must include, and be no longer than 5 lines, the Target market, Statement of need, Brand identification, Product category, Key benefit, Competitive offerings and Statement of differentiation. **(See text book Segmenting chapter and power point lecture for an example of a positioning statement)** |

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 | Style (s), features, brand name, logo, slogan (tagline) |
| Price | MSP and Suggested RSP |
| Promotion | Key message and media to be used.  |
| Place | Channel of distribution: Identify retailer type(s) and names - ex. Chain stores, Department stores, Discounters, Independent stores that would be used. (substantiate retailer selection)  |