Approach to marketing within Woman Clothing Industry in U.K and Individual Firms Effectiveness In Competitive Market.

Introduction:

The assignment mainly deals with how there is scope for marketing in the U.K markets women's apparel specially clothing and how can an Individual firms effectiveness in marketing their products can help them earn competitive advantage in being the master. Hypothetically Being recently promoted as manager of a major woman's clothing outlet called 'Sasha' we need to perform three main tasks. First, To provide a brief over view of U.K women's clothing market and identifying specific area of product/market which might provide a viable marketing opportunity. Second, To identify consumer segments which are driving this growth and to use this in developing detailed segment profiles for marketing. Third, for a proposed launch develop a detailed marketing mix to target marketing segment.

TASK 1:

BRIEF OVERVIEW OF U.K Woman's Clothing segment and Identifying Specific area of Product or Market growth:

U.K as a market for clothing, footwear and apparels leads the race among the various comparable economies. It leads in terms of Competition, Innovation and Online. The U K market has become livelier and imaginative. (Hyman, 2016)

With a refined, digital addictive, brand aware audience and affluent audience in a small geographical region, it provides numerous opportunities to innovate and experiment.

The most successful retailers in clothing industry has either one of the two things, one a different product, or something that has a combined effect of value for money with a steadiness of brand message and excellent execution.

The fashion industry of U.K contributed around £28 billion into the U.K economy.

As far as Women's clothing is concerned there is around £27 billion worth of sales in 2015 predicted to grow by 23%. There is a sale of 51% of bags purchase by British women within a year. (Trishy, 2016)
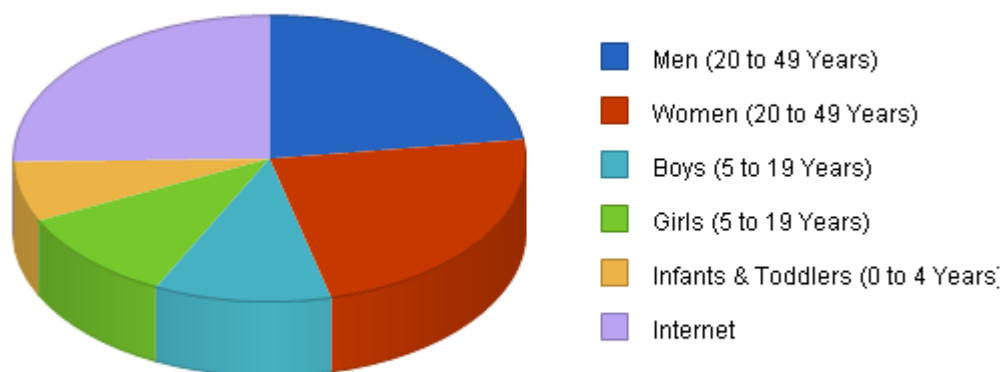
As we know there are always some patterns affecting the choice of consumers affecting their taste and preference of any commodity, be it anything from food to clothing. Some of them are:

1. Technological factors:

As there is growing influence of technology on everything that happens around in our life, it is no surprise that it plays a very important role in the overall functioning of the cloth market too. As now-a-days every choice is based less on taste and more on number of choices (due to so much

variety available) so woman now find it easier to choose among them rather than to design their own styles. It also helps them to easily find the location of a particular store or designer outlet. (Ijaz, 2016)

Secondly as there are several big fashion outlets open to public sometimes even under one roof helps women need to find a suitable outfit in a short period of time.

Technological advances have also given a choice to use new fabric and garments and that too at affordable cost and in having the opportunity to have cost effective, quick, easy to wear and easy to handle clothes.

2. Psychological factors:

There is always a great amount of influence of the psychological conditions prevailing in the life of every women that influence her style of dressing. The type and colour variants that women choose and wear depends on their moods, personality and occasions. (Ijaz, 2016)

Identify Consumer Segments who are driving this growth in and develop detailed segment analysis:

We know that there are some factors affecting women's clothing section and these divide the market into segments which are as follows:

1. STAY AT HOME:

Even though there are some women who are not at all interested in working but at some point, of time all of them would have been part of some workforce before marriage or maybe even after marriage. These women have no plans to make any significant change in their life patterns and have a limited fair of choice and demand. This category of woman is the largest section among the woman fashion industry. Majority of this section is above 50 years of age and have a educational qualification of maybe even less than high school. (Tischler, 2017)

The lifestyle of these women is primarily old-style and their lives are primarily bound by their families.

They sometimes spite working women and want to live their life but end up having only unfulfilled dreams of being independent. But at times also end up calling these working woman as negligent of their children and themselves as kind, social, below average and less dominating. Their personally are careful dresses and are very loyal to their regular brands. They have very less interest in style but admit being easily persuaded. They are less on the spending side on the family, But are on the high side of the viewership of daytime prime TV, second to plan to work in primetime TV but on the lower side as it comes to radio listeners. (Pure market report, 2016)

2. PLAN TO WORK:

The simplest yet elegant and interesting group of the segment is those housewives who find home-making particularly rewarding. They desire to earn money but also find it being committed to their role as housewife is equally important and enjoyable. They are a perfect mix of housewife and working women traits. They are part of the youngest segment having median age of 32 years.

Their educational orientation is like those of career oriented mainly graduate. They might end up being part of middle and upper class families.

This segment of women are athletic, well-educated and active. They also are the ones who believe in giving time towards personal improvement and future career perspectives. They give high value to self-pride and are swifter than stay at home. They also are part of financial decisions.

They form the highest viewer count of primetime television and are avid readers of magazines related to clothing and fashion.

3. JUST A JOB:

This group of women are those who are not very intricate in their jobs but are more into social aspect of self-fulfilment or due to some economic pressure. They usually are those who have finished who finished schools and colleges but are less educated than Career oriented ones. The median age of this group or segment is around 36years.

They fall under the career oriented women in terms of income earning, but are mostly in middle class section.

They are independent decision makers mainly and use mainly listeners of radio with average viewership of TV.

4. CAREER ORIENTED WOMEN:

This segment of women market consists of jobwise or theoretically trained women. Majority (around 55%) of them have attended or at least graduate. They have median age of this is same as those of 36 years but these women are scattered all over different economic and social categories.

This segment consists of women with liberated/moderated lifestyle. These women are their own decision makers and believe in making financial decisions on their own. They have varied interest in their grooming and believe in constantly grooming themselves so as to maintain their social status. They are the heaviest readers of magazine active listeners of radio and can be adversely affected by heavy advertising. (Coleman, 1983)

DEVELOPING DETAILED MARKETING MIX FOR NEW PRODUCT LAUNCH:

As we have already seen that through the market segmentation of Women's clothing sector that mainly woman now-a-days are making clothing a means of being self-expressive, unique, affordable, comfort and practical lifestyle. The purchase of clothing depends on choices as well as occasions, like why do we need to buy like for leisure, sports, at home, entertainment, appointments, parties etc.

The stay at home needs easy care and those clothing that provide them comfort. They buy more of clothes for comfortable stay at home like wash and wear and without much detailed design.

The plan to work and just a job segments need to feel unique and be able to self-express. The main focus would be in party wear clothes.

The career segment is the one that puts high emphasis on enjoying classic look, feel unique and be expressive as they have the values of being creative, strong headed and believe in enjoying life. For them the marketing target should target high style clothing. (Suttle, 2017)

Executive Summary:

The assignment mainly was concerned about how market for women's clothing is working in UK fashion industry and how a product launch is to be planned regarding if a new product or clothing brand is to be launched.

So we can basically sum up this research that as clothing industry is going into a drastic change due to the segmentations and the constant changes in the choices and needs of these segments as well as the online marketing phase these days there is lot of variety available as well as different advertising mix that can be implemented depending on the target segment of market and locations

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