

# Target Market Project

## Casual Wear Industry



William Gonzalez

# Table of Contents

---

## **A. The Marketing Environment**

- 1) Current Trends
- 2) Industry Potential
- 3) Acknowledgment of Competitive Factors
- 4) Acknowledgment of Technological Factors
- 5) Acknowledgment of Political/Legal Factors
- 6) Acknowledgment of Social/Cultural Factors
- 7) Decision Making Factors – (A.K.A. Consumer Behavior Factors)

## **B. The Competitive Analysis**

### **Competitive #1: Abercrombie & Fitch**

- 1) Positioning Map
- 2) Primary Target Marketing Analysis
- 3) Customer Experience Analysis and Strategic Examples
- 4) Pricing Objective, Analysis, and Strategies
- 5) Place Objective, Analysis, and Strategies
- 6) Non-Digital Promotion Objective(s), Analysis, and Strategies Discussion
- 7) Digital Promotion Objective(s), Analysis, and Strategies Discussion

### **Competitor #2: Hollister**

- 1) Positioning Map
- 2) Primary Target Marketing Analysis
- 3) Customer Experience Analysis and Strategic Examples
- 4) Pricing Objective, Analysis, and Strategies
- 5) Place Objective, Analysis, and Strategies
- 6) Non-Digital Promotion Objective(s), Analysis, and Strategies Discussion
- 7) Digital Promotion Objective(s), Analysis, and Strategies Discussion

## **C. Time-Out**

- 1) Ethical Issues & Action Plan
- 2) SWOT Analysis
- 3) Competitive Advantages
- 4) Internal Marketing Strategies for 3<sup>rd</sup> Product
- 5) Creating Options

#### **D. Third Business**

- 1) Positioning Map
- 2) Primary Target Market Analysis
- 3) Customer Experience Analysis and Strategic Examples
- 4) Pricing Objective, Analysis, and Strategies
- 5) Place Objective, Analysis, and Strategies
- 6) Non-Digital Promotion Objective(s), Analysis, and Strategies Discussion
- 7) Digital Promotion Objective(s), Analysis, and Strategies Discussion

#### **E. List Of Works Consulted**

- 1) Websites
- 2) Articles
- 3) Professional Interviews
- 4) Customer Interviews

## Section A: The Marketing Environment

---



## Current Trends

---

“Casual Wear” is a Westernized dress code that contends of relaxed, occasional, spontaneous and suited for an everyday use. This sort of style became popular in the western world in the 1960’s. Abercrombie and Fitch started in 1892 a bit before casual wear became popular, by that time the style that they portrayed was of high-end east side preppy vibes. Now migrating into the future towards the western side of the U.S., we have Hollister that started in the 2000’s that gave off and still gives off casual wear feel but with more of a California beach vibe (Article #1,2, 4). Casual Wear has become a staple for Millennials and GenZs in fact it has become a staple for older audiences like boomers (Article #1,2, 4, 11). The great thing about it is that it can tie into different generations and styles because all it takes is a pair of jeans and a washed- out pair of shirts to fit into this category.

Sadly, in today’s market it has become so saturated to the point where big companies like Hollister fall short to hear the voices and feedback of its customers (Article #4, #5). In the early stages of casual wear many companies would just slap their logo on a shirt and sell them in different colors (PI#4). Although it worked at the beginning of this era we are now moving into a new time where teenagers, young adults, and adults are now into minimalistic clothing as to having a big logo on a shirt can be seen as “cringe” (CI #1, 3, 6, Article#4, Website #1,2,8). The good news is that a few brands have cached on to this trend like Abercrombie & Fitch. This intel is essential as little by little this can grab the attention of fashion influencers in this day an age where sponsorship and campaigns now play a big role in the fashion industry. The future of marketing and customer reach out relies on the ability of business to use social media to their advantage weather it comes down to polls done online, current trends, influencer inspos, or collaborations.

The vibe for summer 2023 is now going towards more of a relaxed, monochrome/earth tone, and comfortable vibes. Some good examples could be like linen button-down shirts, cotton crop tops, and khakis (CI #1, 3, 6, Article #11). Leaving aside logos and brands people tend to focus more on the quality and durability of the clothing items they buy. Not to mention the sexuality of clothing has slowly but surely starting to be pushed out of the picture now that clothing items are now being labeled as unisex. This has been more influenced on female than on male, females have now been shopping at the men’s section for stuff like shirts, oversized hoodies, jackets, and in some cases pants/jeans (CI #1, 3, 6, PI #6). Many major companies not only started off with the wrong foot, but they also kept pursuing this blind idea of what casual wear should be. Companies like Abercrombie, Hollister, and even American Eagle has had their share of downfalls in their own industry (Article #4, #5, #11, Website #12).

### **Implications:**

The casual wear style has influenced a massive target audience and any clothing company that is up to date with all of these trends and preferences, will more likely thrive and become

more appeal to consumers. And since I am looking to create and open a business in this industry, a great way for me to step up my game and stay up to date in current fashion trends is to do thorough research. It is vital for me to stay on top of trends and consumer preferences, being able to let my customers have a voice and letting them be heard will give me an advantage on where trends could potentially shift in the future. Many of the bigger companies have a consistent problem of starting off with the wrong idea of what casual wear should be and just as of now they are starting to adapt on to what the consumer wants. My idea is that I should get ahead of the curve and find out what kind of trends will become popular in the future and see what kinds of patterns are being repeated.

## CASUAL WEAR *Industry*

### INDUSTRY GROWTH

Retail sales will grow between 4%-6% with a retail reach of about \$5.13-\$5.23 trillion dollars. There has been an exponential growth in the past 3 years, post pandemic.

In 2023, Abercrombie and Fitch lifted its fourth quarter and full-year sales and profit outlook, sending its stock up 9%.

Article #1, 2, & 10



### CONSUMPTION PER PERSON

The average volume per person (5.2 pieces in 2023) provides insights into consumer preferences and the potential for sales, helping businesses tailor their product offerings accordingly.

Website #12, Article #10

The retail industry has experienced substantial growth, primarily fueled by the increasing prevalence of e-commerce and online retail. The convenience and variety offered by online shopping, coupled with improved delivery options, have contributed significantly to this expansion. Mobile commerce has played a pivotal role, with retailers investing in mobile apps and optimized websites to cater to the growing number of smartphone users.

Article #1, #2, #10

### RETAIL GROWTH



## **Implications:**

As the retail industry grows there are some important factors that I would like to point out for my business. There is a lot of growth that will be projected for the upcoming years of about 4-6% in the US, this gives me space for me to grow into the market.

---

## **Acknowledgment of Competitive Factors**

---

The clothing industry is a super competitive market and especially in the casual wear area. Competing with bigger companies that help the community in a broader way is already a milestone that seems to be impossible to reach (Website #3). These big brands like Abercrombie and Hollister have been around since the late 90's and yet despite how long they have been around they have had up to a 30% dropped in their sales and just now recently have been bringing those stats back up. To more of a perspective Abercrombie has closed about 450 stores since 2018 (Article #2). In order to cut the curve of a twenty-year growth, examining the cutbacks that these companies have had will be crucial for my business to close the gap between us and other competitions. Giving the customers a voice is essential because we build our business not on what we want but on what our customers want (CI #2).

### **Direct Competitors:**

- Abercrombie & Fitch
- Hollister
- Uniqlo
- American Eagle
- Gap
- H&M
- Zara

### **Indirect Competitors:**

- Savers
- Vans
- Target
- Goodwill
- Salvation Army
- Shien
- TikTok
- Instagram

Throughout the time in this industry the trends come and go super quick. Some of them stay for a while others die down. We see now that this market will be more saturated since we see how that big platforms like TikTok Shop and Instagram Store



are now on the rise. But what we have an advantage of is being able to see trends unfollowed in front of us, girls trying on men apparel is a new trend that no company business would know unless it is paid attention to. (PI #6)

### **Implications:**

For my third business I need to consider a few factors first about my competitors. The first one is finding out what they are lacking a lot of. Maybe it could be a blind spot that pushes away customers and that could be an opportunity for my business to fill in a need that other businesses do not have. On TikTok and Instagram we could see that fashion influencers are now starting to wear loose jeans and cropped shirts. Being able to stay up to date with trends will be the essential key to my business. Even when they are products that I do not like it will not matter because it is what the customers want. Having an advantage over other businesses comes with being part of the trends, having a development team will help me gain new ideas and develop plans and possibly new styles that might be up and coming.

## **Acknowledgment of Technological Factors**

---

The growth of e-commerce has been a transformative technological factor. Retailers must establish a strong online presence, provide secure online shopping experiences, and optimize their websites and mobile apps for smooth navigation and transactions (Article #2). Both Abercrombie & Fitch and Hollister have strong online presences with e-commerce websites and mobile apps. They need to stay technologically updated to provide a seamless online shopping experience, including website responsiveness, secure transactions, and user-friendly navigation (Article #11& 12). Leveraging data analytics for customer insights and personalization is essential. Both brands can use technology to collect and analyze customer data to offer tailored product recommendations and marketing strategies. Retailers are using data analytics to gather insights about customer behavior, preferences, and trends. This data-driven approach helps in inventory management, personalized marketing, and improving the customer experience (Article #12, 13, Website #16).

AI is used for chatbots, virtual shopping assistants, and personalization. It can provide product recommendations, assist with customer inquiries, and enhance the overall shopping experience. AI algorithms monitor competitor pricing, demand, and other factors to dynamically adjust pricing. This allows retailers to remain competitive while maximizing profit margins (Article #2, 12, 13, Website #16). 86% of retail customers have left a store due to

long wait times. Retailers are losing \$38 billion in sales due to line abandoners (Article#12, 13, Website #16). AI can track and monitor patrons in lines at checkout (in real-time) and send immediate alerts when wait times pass a certain threshold or if lines get too long (Article #2, 12, 13, Website #16). Inventory management is a crucial task for any retailer. With AI companies need to make sure they have products in stock without having too much inventory, which can lead to extra management costs and markdowns (Article #2, 12, 13, Website #16).

### **Implications:**

In today's retail landscape, technology plays a central role in shaping the way businesses operate and interact with customers. The digital transformation of the retail industry has accelerated in recent years, and my business must embrace technology to remain competitive and meet the evolving expectations of customers. I believe that harnessing the power of technology can significantly benefit my business. Since majority of these businesses are losing money because of how slow check out is, I will focus more on this area of technology. Implementing a system of self-checkout that is simple and efficient for customers to just scan and go. This could also be crucial to gather information on what sorts of products are being sold the most and gather information based off of just sales. Giving us the power to tailor our products better to our customers.

### **Acknowledgment of Political / Legal Factors**

---

In this industry there are multiple political and legal factors that can significantly impact a business's operations. One of them is Registration of Chemicals, proposition 65 is a California state law that requires businesses with 10 or more employees to provide warning signs on their products if the product contains any type of chemicals that can cause cancer or reproductive harm (Article #10). To be able to check that all of my clothing and products comply with regulations, CA Prop 65 Chemical List is the best way for me to know if my products contain any sorts of chemical or heavy metals that are restricted in California. Another legal issue that comes into play is Consumer Safety Regulations specifically for kids' products. The Consumer Product Safety Improvement Act (CPSIA) regulates children's products for kid that are under the age of 12. According to this act, manufactures that make kids clothing must comply with children's product safety rules. Some examples could be like flammability requirements and labeling requirements that are listed (Article #11). Third party

testing is required is required to have a certification of compliance to the rules for children's products.

Coming now to the next few political and legal factors, overseas manufacturing and labor plays a significant role in operations and supply chain in this type of industry. One of the primary reasons why companies opt for overseas manufacturing is cost efficiency. Labor costs are often significantly lower in many countries compared to the United States and other developed nations (Article #12 Website #12). With this cost advantage it allows companies to produce goods at a lower cost, which can positively impact profit margins. Now with this comes a lot of political and legal issues for a lot of companies in this industry and knowing what kind of laws and regulations are in effect in other countries will help you be more cost efficient (Article #11, Website #13, 14). Trade policies, like tariffs and customs duties, have a big impact on the fashion industry. They can make clothes more expensive to make, affect where fashion brands get their materials, and influence how much you pay for clothes. Trade agreements, which are deals between countries about how they trade with each other are really important because they help fashion companies get what they need and sell their products more easily (Website #14)

Having gone through all of the regulations and legal requirements to now having my product in the store, there are a few legal factors to know that can affect my business. The Penal Code 459.5 PC has created misconception among retailers and citizens. Even though the law does not stop employers or other people from intervening intruders from shoplifting, many business advise employees to stay way and not do nothing. Reason why is because liability can fall in the hands of the business (Website #12, 13). Stolen merchandise that is \$950 or less qualifies as a misdemeanor offense that carries up to six months in county jail and a fine that is up to \$1,000. Sadly, California Senate Bill 553 (SB 553) requires employers to develop workplace violence prevention plans as part of their Cal/OSHA Injury and Illness Prevention Plans. With this bill employees must be informed of these plans and prepare accordingly, and businesses must begin complying with the law on July 1, 2024 (Article #12, Website #12, 13). So, with this coming into play many businesses have now been advising employees to not intervene with shoplifting actions even within the store. Encouraging these activates because of the low prevention factor that is now coming into play.

### **Implications:**

The implications of these political and legal factors for your retail business are diverse. Following along with these laws and regulation will ensure for me to avoid any type of lawsuit actions or fines that my small business could face. I think the best choice that I can do is to be aware of what kind of materials my clothing store will be using and being aware how my oversea manufacturing's are meeting the requirements are regulations that California laws

have for this industry. Overall, there are many legal factors that come into play but by simply complying with them I will be able to overcome this part of the business obstacle and continue on with my business.

## Acknowledgment of Social/Cultural Factors

---

The retail casual wear industry thrives on staying ahead of the curve when it comes to fashion trends. Both Abercrombie & Fitch and Hollister have been quick to adapt to the evolving preferences of their target demographics. For instance, Abercrombie & Fitch, historically known for its preppy and classic style, has shifted its product offerings in response to the rise of streetwear (Article #1, 2, 7, PI #2 CI# 3, 6, 14). They've incorporated urban and streetwear elements into their collections to cater to the cultural trend among younger consumers.

Hollister, on the other hand, has a laid-back and beach-inspired aesthetic. Their designs often resonate with consumers looking for comfortable and relaxed casual wear, acknowledging the appeal of a beachy and relaxed cultural vibe. They have incorporated elements like surfer and bohemian styles to reflect this cultural sensitivity.

The proliferation of social media and influencer culture has revolutionized the marketing and branding strategies in the retail casual wear industry. Both Abercrombie & Fitch and Hollister actively engage with social media platforms and influencers to connect with their customer base. Abercrombie & Fitch leverages platforms like Instagram and TikTok to showcase their products and connect with consumers (Article #1, 2, 7, 11, Website #11). They acknowledge that social media is a powerful tool for creating brand awareness and generating interest in their clothing lines, especially among younger demographics who are highly active on these platforms.

Hollister, with its youthful and carefree brand image, also taps into the power of social media and influencers. They collaborate with social media influencers and popular youth-oriented platforms to promote their products and stay culturally relevant (Article #1, 2, 7, 11, CI #4, 6)

Cultural sensitivity is paramount in the modern retail industry. Brands like Abercrombie & Fitch and Hollister are mindful of avoiding cultural appropriation and insensitivity in their

product designs and marketing efforts. They acknowledge that cultural missteps can lead to backlash and damage a brand's reputation. (Article #4, 5, 7)

These brands strive to incorporate cultural elements in a respectful and authentic manner. For instance, if they draw inspiration from a particular culture or style, they ensure that the representation is done in a way that respects and acknowledges the cultural origins, avoiding misappropriation.

### **Implications:**

In a highly competitive retail casual wear industry, acknowledging social and cultural factors can be the key to differentiating your business. To stand out and capture a distinct customer base, I should consider the unique niche markets within the casual wear industry. While it's essential to be inclusive, I can specialize in specific segments to distinguish my business from others. Providing inclusive and trendy clothing for niche markets like minimalistic preppy wear or those with distinct style preferences. By offering a specialized, inclusive range of products, I can attract customers seeking brands that cater to their specific needs and values. Many of these stores have a weakness in the aspect of culture and community, this is why I will be able to use this to my advantage.

## **Decision Making Factors – (A.K.A. Consumer Behavior Factors)**

---

- 1) Aesthetically Pleasing (PI #1, 2, 4, CI #1, 2, 3, 4, 9, 12, 14)
- 2) Durable (PI #1, 2, 4, CI#1, 2, 4, 5, 6, 13, 14, 15)
- 3) Social Media Presence (PI #5, 6, CI#4, 6, 14, 15, 16)
- 4) Comfortability of Products (PI #1, 2, 5, 6, CI#1, 3, 5, 6, 7, 15)
- 5) Brand Name (CI #4, 5, 6, 9, 12, 14, 15, 16)
- 6) True Fit (CI #2, 4, 5, 8, 9, 10, 12, 15, 16)
- 7) Store Location (CI #5, 8, 13, 15)
- 8) Consistent Quality (CI #1, 3, 4, 7, 8, 12, 15, 16)
- 9) Minimalistic (PI# 1, 3, 6, CI# 1, 5, 6, 8, 10, 12)
- 10) Store Ambience (PI# 1, 2, 4, 5, 6 CI#1, 2, 6, 12, 14, 15, 16)

- 11) Store Organization (PI#, 1, 2, 4, 5, 6 CI#, 1, 2, 5, 6, 12, 15)
- 12) Attractive Employees (PI# 1, 2, 4, 6, CI#, 3, 4, 5, 6, 7)

### **Implications:**

In the competitive world of retail, understanding and effectively harnessing various critical factors can make or break my business. The aesthetics of my store, including its interior design, packaging, and branding, should be pleasing to the eye. Creating a visually appealing and consistent visual identity resonates with your target audience and builds brand recognition, that will make my business more memorable. Quality and durability should be at the forefront of my product selection making my business reliable. Also, in today's digital age, a robust social media presence is vital for reaching and engaging with my audience. Social platforms allow for promotion of my business, customer interaction, and real-time feedback, making it crucial to develop a comprehensive social media strategy to boost brand awareness and drive sales. Customers appreciate premium quality. Quality products often command higher price points and customer loyalty. By emphasizing the quality of my products and their premium attributes will make sure that my business will be set apart. My businesses brand and reputation are closely tied to these factors. A strong and customer-centric retail business is built on a foundation of careful consideration, technological innovation, and adaptability to ever-changing market trends.

## Section B: Competitive Analysis

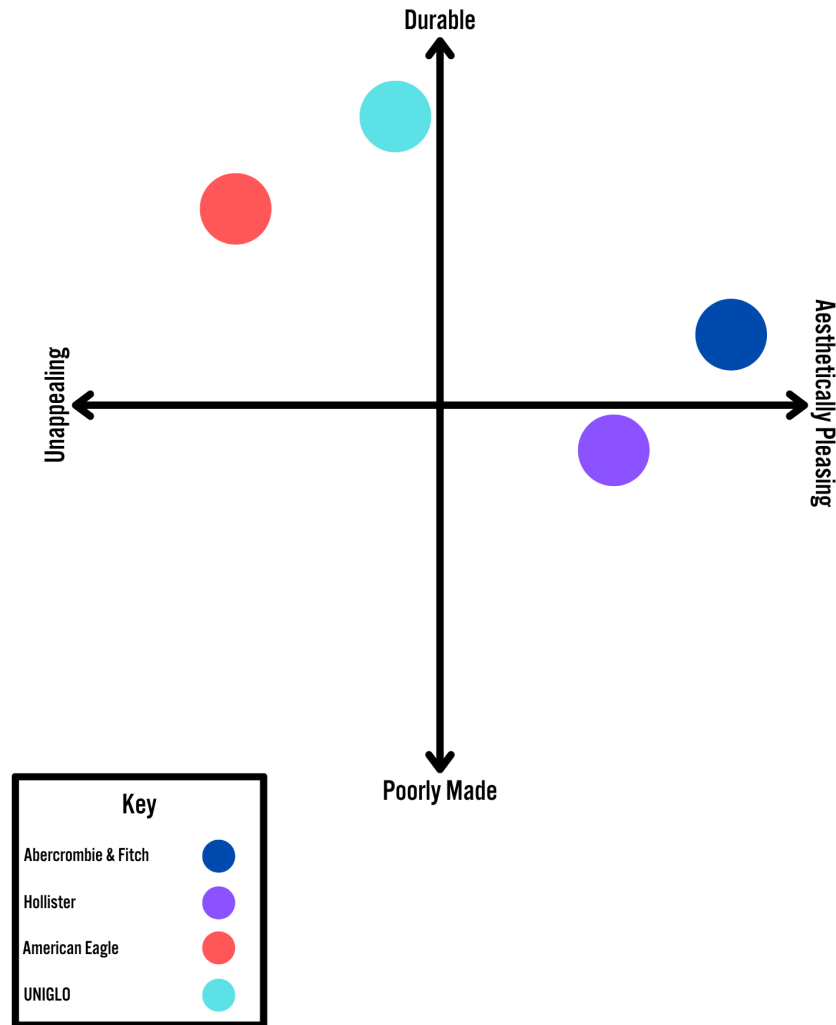
---

### Competitor #1: Abercrombie & Fitch



## Positioning Maps

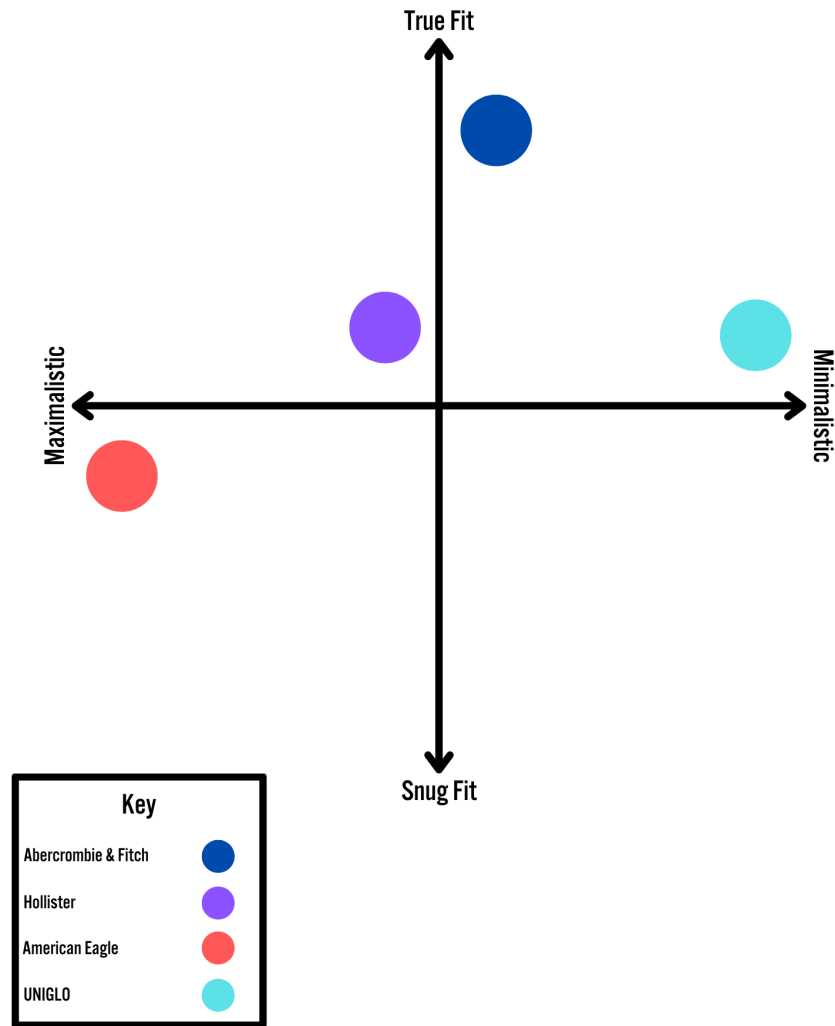
---



### How/Why?

I placed competitor number one, which is Abercrombie and Fitch in middle right hand because Abercrombie and Fitch's is known for their aesthetic clothing for male and female which is above most casual retail industries (CI #1,2,4,5,7,12,14). A lot of females tend to find themselves even shopping in the men's section of the store, as for the men's Jackets and Sweaters have been eye-catching for them (CI #1, 3, 5, 6). As you can also see Abercrombie certainly is not known for bad durability of its product, but they are also not known for the best durability. As for many people suggest that for its pricing Abercrombie could make their quality even better if consumers are paying more (CI #4, 6, 17, 23, 24, 28).





### How/Why?

I placed Abercrombie and Fitch at the top middle because while Abercrombie's clothes have a true fit they also often consist of neutral tone colors and tend to stay away from bright screaming colors (CI# 2, 4, 6, 18, 19, 29). Abercrombie focuses on how their clothing fits on their customers to enhance body features (Website #1, 2, CI #4, 5). Minimalistic is the new trend for young adults and also teens and while Abercrombie is more of a high and preppy retail brand, they are slowly but steady moving towards more of a clean classic look with a little bit of a vintage feeling to it (Website #1, 2, CI #4, 5).

## Primary Target Analysis

---

### Primary Psychographic #1

Abercrombie & Fitch's primary psychographic profile centers on a demographic of fashion-conscious individuals, typically aged 18 to 25, who place a high value on style and self-expression.

#### Why?

These customers are keenly aware of current fashion trends and actively seek to incorporate them into their wardrobes, showcasing a desire to stay at the forefront of the ever-evolving world of fashion. The brand attracts those who embrace a youthful and trendy lifestyle, as Abercrombie & Fitch is synonymous with an energetic and modern outlook (Website #1, 2, 3 CI #1, 2, 5, 12, 15, 16, 17, 18). Its clothing designs strike a balance between casual comfort and sophistication, appealing to individuals who appreciate a relaxed yet polished aesthetic in their day-to-day lives. Abercrombie & Fitch customers prioritize individuality and self-expression, utilizing their clothing choices as a means of communicating their unique personalities to the world (Website #1, 2, 3 CI #1, 2, 5, 12, 15, 16, 17, 18). The brand provides a diverse range of styles, allowing customers to curate wardrobes that authentically reflect their personal tastes and preferences. These customers are socially active and enjoy engaging in various activities, aligning with the brand's association with adventure and exploration. Abercrombie & Fitch has successfully positioned itself to resonate with individuals seeking dynamic and vibrant lifestyles, fostering a sense of community around the brand (Website #1, 2, 3 CI #1, 2, 5, 6, 12, 17, 18). Overall, the psychographic profile of Abercrombie & Fitch customers reflects a demographic that values not only the aesthetics of clothing but also the role fashion plays in expressing their identity and lifestyle.

### Primary Demographics #2

Abercrombie & Fitch primarily targets a demographic of young, fashion-conscious consumers, typically in the age range of 18 to 24. The brand is known for its casual and stylish apparel, making it particularly popular among teenagers and young adults.

#### Why?

The target audience often includes individuals who seek trendy and comfortable clothing with a focus on casual wear. Abercrombie & Fitch has historically positioned itself as a lifestyle brand associated with a sense of youthfulness, adventure, and casual sophistication (Website

#1, 2, CI #1, 2, 5, 12, 15, 16). While the brand has broadened its appeal to a slightly older demographic in recent years, the core target audience remains young adults who are keen on expressing their individual style through fashionable and quality clothing (Website #1, 2, 3 CI #1, 2, 5, 17, 18). The brand's marketing strategies, store ambiance, and product designs are all crafted to resonate with the preferences and lifestyle of this demographic, creating a brand image that reflects a youthful and trendy outlook.

### **Primary Benefits #3**

Abercrombie & Fitch offers several primary benefits for consumers, making it a desirable choice for those seeking fashionable and quality apparel.

### **Why?**

Firstly, the brand is renowned for its distinctive and on-trend clothing, catering to a youthful and modern aesthetic (Website #1, 2, CI #1, 2, 4, 5, 7, 12, 14, 16). The use of high-quality materials in their products ensures durability and comfort, contributing to a positive overall customer experience. Abercrombie & Fitch has established itself as a lifestyle brand, embodying a sense of casual sophistication (CI #1, 2, 5, 12, 13, 16, 18, 20). The carefully crafted designs and attention to detail in their clothing reflect the brand's commitment to style and individuality. Additionally, the brand's commitment to sustainability and ethical practices in recent years appeals to environmentally conscious consumers, adding a socially responsible dimension to their offerings (CI #1, 2, 5, 12, 13, 16, 18, 20). The in-store experience at Abercrombie & Fitch also contributes to its appeal, with well-designed, immersive retail environments and friendly, knowledgeable staff. Furthermore, the brand's strategic use of marketing and branding creates a sense of exclusivity, fostering a strong connection with its target demographic. Lastly, Abercrombie & Fitch's wide range of products, from casual wear to accessories, allows customers to curate a cohesive wardrobe, offering versatility and style for various occasions (CI #1, 2, 5, 12, 13, 16, 18, 20). Overall, the brand's combination of trendy designs, commitment to quality, sustainability efforts, and a unique in-store experience makes Abercrombie & Fitch a preferred choice for many fashion-conscious consumers.

### **Primary Geographic #4**

Abercrombie & Fitch primarily targets urban and suburban areas with a focus on regions that have a strong presence of fashion-conscious consumers and a youthful demographic. The brand tends to be more prevalent in major cities and shopping districts where there is a high concentration of trendy and diverse consumer markets.

## **Why?**

Urban and suburban areas with a thriving youth culture and a concentration of colleges or universities are often key locations for Abercrombie & Fitch stores (Websites #1, 2, CI #1, 5, 8, 12, 13). Geographically, the brand has a significant presence in North America, especially in the United States, where it originated. Abercrombie & Fitch has expanded its footprint globally, with stores in major cities across Europe and Asia. The choice of locations often aligns with areas that attract a trend-oriented population, contributing to the brand's image as a global fashion retailer (Websites #1, 2, CI #1, 5, 8, 12, 13). The geographic strategy reflects the brand's aim to position itself in areas where its target demographic is most likely to be found, ensuring that its stores are accessible to the young, fashion-conscious individuals who form the core of Abercrombie & Fitch's customer base.

## **Customer Experience (CX) & Strategic Examples**

---

### **Customer Experience Objective**

Abercrombie & Fitch, a renowned clothing retailer, aims to create a customer experience that embodies a lifestyle and resonates with its target audience. The brand's customer experience objectives revolve around several key pillars that shape their approach to engagement, satisfaction, and loyalty.

### **Customer Experience Satisfaction Analysis**

In today's retail landscape, personalization plays a pivotal role. Abercrombie & Fitch aims to offer a personalized shopping journey, both online and in-store, tailored to individual preferences. This involves leveraging customer data to provide recommendations, targeted promotions, and customized shopping experiences (CI #2, 4, 5, 14, 15). By understanding customer behavior and preferences, they aim to create connections that resonate beyond mere transactions. Abercrombie & Fitch endeavors to craft a unique brand experience that is consistent across its stores and online platforms. The objective is to evoke a sense of aspirational lifestyle through their products, store ambiance, and marketing efforts. They aim to foster an environment that aligns with their brand identity, one that exudes casual luxury.

youthfulness, and a sense of adventure. The experience seeks to resonate with their target demographic, typically younger consumers seeking trendy yet casual fashion choices. The brand aspires to connect with its audience beyond just commercial transactions (CI #2, 4, 5, 12, 13, 14, 15). Abercrombie & Fitch aims to engage in initiatives and campaigns that align with their customers' values, fostering a sense of community and social responsibility. This could involve sustainability efforts, partnerships with charitable organizations, or campaigns that resonate with causes important to their target demographic. Abercrombie & Fitch strives for continuous improvement by embracing innovation in their customer experience (CI #2, 4, 5, 12, 13, 14, 15). They aim to stay attuned to evolving consumer trends, technological advancements, and changing preferences. This objective involves experimenting with new technologies, incorporating customer feedback, and adapting their strategies to stay relevant in a dynamic retail landscape.

### Strengths

- Attractive Employees (CI #12, 13, 14, 15)
- Aesthetically Pleasing (CI #2, 3, 4, 12, 17, 18)

### Weaknesses

- High Prices (CI #4, 12)
- Limited Product (CI #16, 17, 18)

## Pricing Objective, Analysis, and Strategies Discussion

---

Item	Abercrombie & Fitch	Hollister	Industry Average
Men's Jean	\$60	\$30	\$50
Men's Flannel	\$80	\$70	\$40

### Price Objective

Abercrombie and Fitch set their price ranges based on several factors. First, they use value-based pricing to offer quality items at an accessible price point, attracting a wide variety of customers. Second, they consider the product, style trend, and demand, while keeping their competitor's strategies in mind. Hollister, for instance, is committed to a full price strategy

and uses markdowns only to clear through seasonal product in a brand-positive way. Additionally, Hollister offers periodic promotional pricing strategies to further entice its customers. These strategies help both brands succeed in the market.

### **Price Analysis and Discussion**

Abercrombie & Fitch applies a value-based pricing strategy. The brand purposely maintains a higher average price compared to its competitors to curate a “near-luxury” brand image. This strategy is reflected in its premium store setting and the quality of its products. Abercrombie & Fitch employs a value-for-money-based pricing (CI #2, 3, 12, 13). The brand aims at millennials who are willing to pay a premium for trendy, high-quality products. A significant number of Hollister products are more expensive than other brands, but many are competitively priced. They price their products based on the value they provide to the customer, focusing on offering fashionable, quality items at an accessible price point. While there’s no specific data on the impact of a 20% price change on Abercrombie & Fitch and It’s reasonable to assume that such a significant price change could have substantial effects (CI #2, 3, 12, 13). A 20% price increase could potentially deter price-sensitive customers and affect sales volumes. Conversely, a 20% price decrease could attract more customers but might also reduce profit margins. Both Abercrombie & Fitch has adopted value-based pricing strategies that align with their brand images and target markets. However, like any strategy, these approaches have their strengths and weaknesses.

### **Price Strength**

- High Quality (CI # 16, 17, 23, 24, 25)
- Minimalistic (CI #, 3, 15)

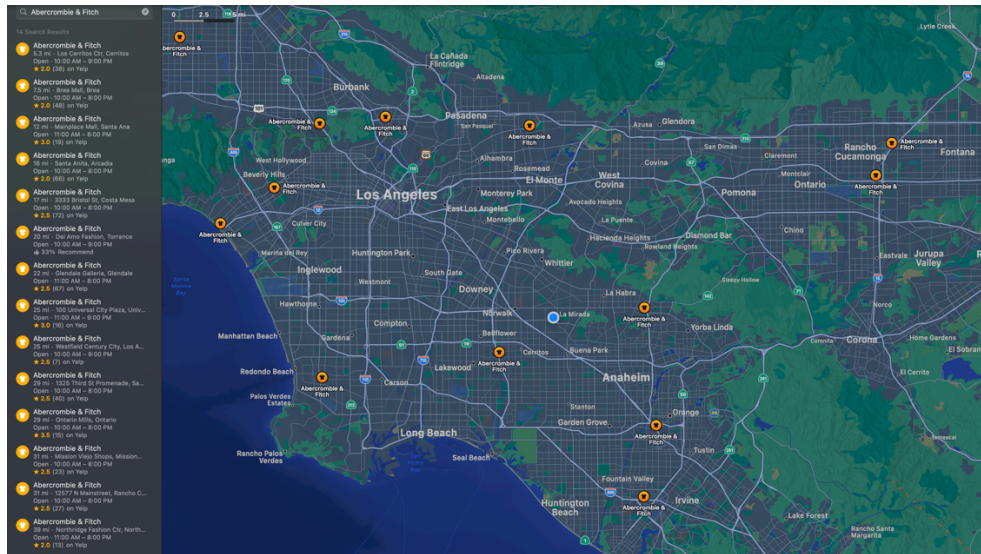
### **Price Weaknesses**

- Customers buy few items (CI #2, 3, 8)
- Inaccessible for low-income customers (CI #3, 4, 8)

# Place Analysis and Strategies Discussion

## Place Objective

Abercrombie and Fitch (A&F) is a popular retail industry that was established in 1892 and is headquartered in Ohio, US. The company focuses on upscale casual wear<sup>1</sup>. As of October 11, 2023, there are 227 Abercrombie and Fitch locations in the United States. A&F's target market is the upscale crowd and to target this demographic, A&F has invested a lot in its stores as well as brand representatives and advertising to ensure that the lifestyle crowd loves the brand. The brand mainly targets the youth segment. However, because of its portrayal of youth, it is loved by men and women of all ages that is the reason why they are subjected to be placed in malls and big shopping centers because of the accessibility it brings to all types of demographic groups. As we could see in the picture below their strategy is to be as close to suburban neighborhoods as they can avoiding big cities.



## Place Analysis Strategy

Being in close proximity to competitors can have both advantages and disadvantages. On one hand, being close to competitors can increase foot traffic, as customers who are shopping at competitors' stores may also visit A&F (CI #2, 3, 14). On the other hand, close proximity to competitors could also intensify competition and potentially divide the customer base. If A&F moved 2 miles away from their current location, the impact would depend on various factors such as the demographics of the new location, proximity to competitors, accessibility, and visibility. If the new location is more accessible and visible to the target market, it could

potentially increase store traffic and sales (CI #2, 3, 14). However, if the new location is less accessible or not in an area frequented by the target market it could have a negative impact on sales. As for whether they are currently located in the most optimal place/location for their target market, it would require a detailed market analysis considering various factors such as demographics, competition, real estate costs, and more (CI #2, 3, 14). A&F could consider strategies such as expanding their online presence, offering exclusive in-store promotions, enhancing in-store experiences, or opening new stores in locations with a high concentration of their target market.



### Place Strengths

- Foot Traffic (CI #2, 3, 14)
- Neighbor Stores (CI #2, 3, 6, 8, 12)

### Place Weaknesses)

- Competitive Place (CI #4, 5, 6, 7)
- Dependent on Foot Traffic (CI #2, 3, 4)



## Promotion Objective(s), Analysis and Strategies Discussion

---

Abercrombie & Fitch's promotion objectives encompass a multifaceted approach aimed at creating a compelling brand experience, engaging their audience through digital and non-digital channels, and staying competitive within the retail landscape. Abercrombie & Fitch's continuous refinement of their promotion strategies reflects their commitment to adaptability and innovation. By aligning with consumer preferences, harnessing digital platforms, and creating engaging in-store experiences, they aim to maintain a competitive edge and foster enduring connections with their audience in an ever-evolving retail landscape.

### Promotion Analysis

Abercrombie & Fitch leverages social media platforms extensively. They are collaborating with influencers on Instagram, TikTok, and YouTube which is one of their key strategies. These influencers showcase the brand's latest collections, embodying the brand's lifestyle to resonate with their audience. And while utilizing email marketing campaigns that offer personalized product recommendations and exclusive online discounts that really drive online sales (Website #2, 3, 8, 12 CI #3, 4). Additionally, retargeting ads and display advertising is their method to engage potential customers who have shown interest in their products. An influencer campaign on Instagram would feature popular fashion influencers wearing Abercrombie & Fitch clothing in various lifestyle settings. Abercrombie's content encourages user-generated content to engage the target audience and drive traffic to their online store. Measuring the success of influencer campaigns involves tracking engagement metrics such as likes, shares, comments, and click-through rates. Abercrombie's in-store events success foot traffic during the season drops, generates sale within that period, and they always want customer feedback collected through post purchase surveys in order to evaluate their own strategy (Website #2, 3, 8, 12). Evaluating repeat visits and subsequent purchases from attendees also indicates the impact on customer retention for Abercrombie. And overall, Abercrombie & Fitch's promotion objectives seem centered around digital marketing, personalized engagements with very little in-store experiences. Comparing their non-digital strategies with other competitors, they do lack a hook to bring consumers into the physical store.

## **Promotions Strengths**

- Influencer Engagement
- Brand Consistency
- Lifestyle Centric Content

## **Promotions Weaknesses**

- Inconsistent Customer Experiences
- Little Product Sampling
- Reliance on Media, not enough non digital promotions

## **Personnel (The 5th P) Employee Culture, Satisfaction, Empowerment & Training**

---

Abercrombie & Fitch historically cultivated a distinctive brand image, often associated with a youthful and energetic lifestyle. The company prioritizes a casual and trendy atmosphere, reflected not only in its products but also in the ambiance of its stores. Employee uniforms, store layouts, and music contribute to creating a specific brand culture. Competitors may have their unique employee cultures. For instance, some fast fashion brands might focus on a dynamic and fast-paced work environment, emphasizing adaptability and trend awareness. Others might prioritize sustainability, fostering a culture of social and environmental responsibility. Training in areas such as customer service, brand representation, and product knowledge is likely crucial. Given the emphasis on in-store experiences, employees might need training to engage customers effectively and embody the brand's lifestyle. Training needs would vary based on each competitor's positioning. Fast fashion retailers may prioritize efficiency and quick adaptability to changing trends, while sustainable brands may emphasize educating employees on eco-friendly practices. Employee satisfaction could hinge on factors like a positive work environment, opportunities for personal and professional growth, and alignment with the brand's values. Dissatisfaction might arise from issues like lack of flexibility, perceived exclusivity, or outdated work practices. Competitors might have different satisfaction and dissatisfaction factors. Fast fashion retailers could face challenges related to high-paced work demands, while sustainability-focused brands may have employees who find satisfaction in contributing to a meaningful cause. understanding and

optimizing employee culture, training, satisfaction, and empowerment are critical elements in the success of Abercrombie & Fitch and its competitors. A positive employee experience not only enhances internal operations but also plays a vital role in the successful implementation of marketing strategies and the overall success of the business something that Abercrombie and Fitch struggles to attain. As for in my third business my employee culture centers around fostering a collaborative, growth-oriented, and customer-centric environment. I would strive to create a workplace where employees feel valued, empowered, and equipped with the necessary skills to excel. Stuff like culture where there would be an emphasizes teamwork, continuous learning, and customer satisfaction. Or a sort of training focus where it is tailored to enhancing product knowledge, communication skills, and problem-solving abilities for stuff like customer service or ethical issues in the store. Having my employee equipped and empowered to take on daily tasks and issues is key to make a business run smoother.

## Section B: Competitive Analysis

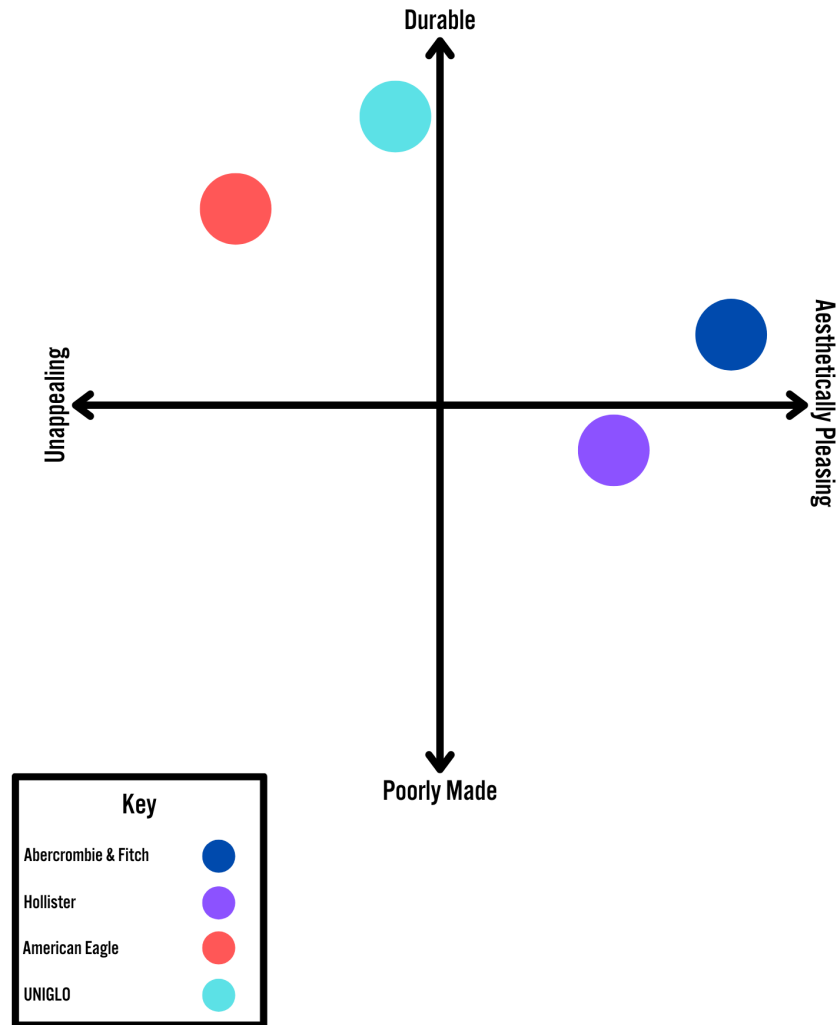
---

### Competitor #2 Hollister



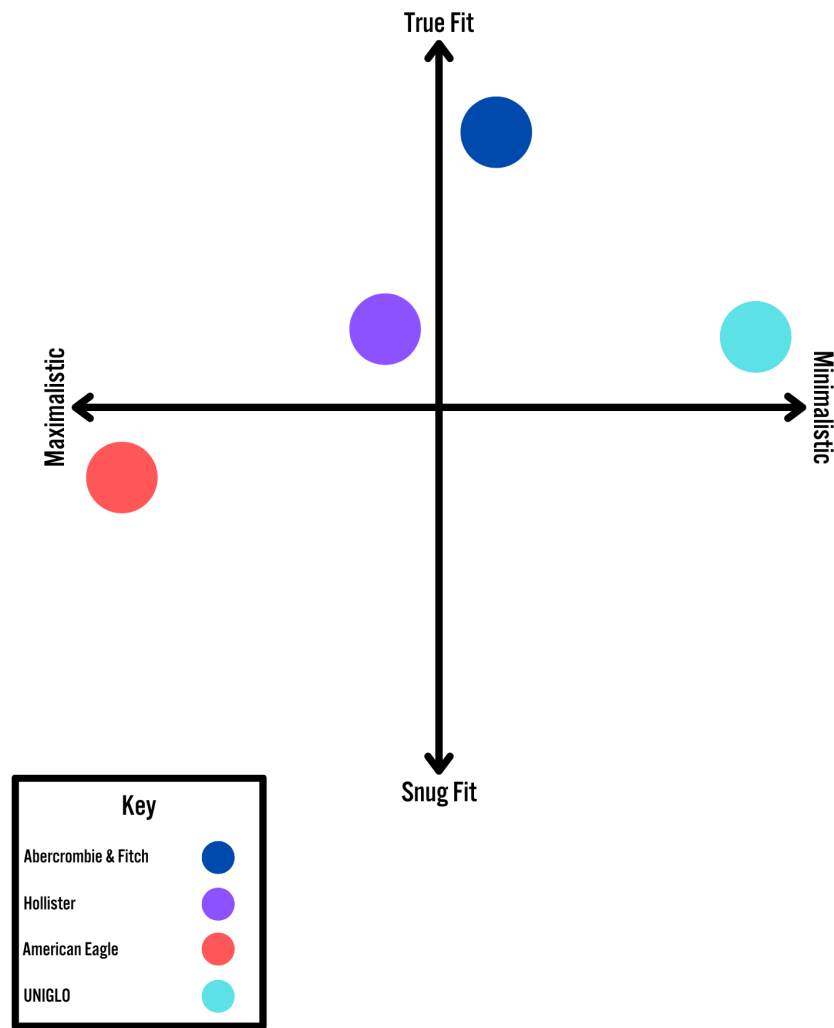
## Positioning Maps

---



### How/Why?

I placed Hollister at the lower right because while Hollister is known for having aesthetically pleasing clothing that combines with the ambience of the whole store they still are held back by the durability of their clothing (CI #1, 6, 7, 8, 9, 10). Some Hollister clothing items may use materials that prioritize style over durability. Fabrics prone to stretching, pilling, or fading quickly might affect the longevity of their clothing. Hollister, like other fast-fashion brands, frequently updates its collections to align with current trends. Garments designed for short-term trends might sacrifice durability for rapid production and turnover of styles (Website #1, 2, 15 CI #1, 6, 7, 9).



### Why/How?

I placed Hollister in the lower left side because based on my research Hollister is known for having their brand logo dead center in majority of their clothing making it eye straining and tacky for consumers to wear. While minimalism often emphasizes simplicity, their style might focus more on relaxed and laid-back designs rather than strict minimalistic elements (CI #1, 6, 7, 8, 9, 10). Hollister's positioning as an affordable fashion brand might influence their product design and composition. This can lead to a wider range of designs and fits to cater to diverse consumer preferences, which may compromise strict minimalism. While Hollister may not prioritize strict adherence to minimalism or uniform true-to-fit sizing across all items, its approach resonates with its target demographic, offering a diverse array of styles and fits that appeal to their customer base. Preferences for fit and minimalism can vary widely among consumers, and Hollister's approach might cater to a more diverse and trend-

conscious audience (Website #1, 2, 15 CI #1, 6, 7, 9). As for my third business I tend to narrow down my target audience that way I can tailor my business better for my consumers.

## Primary Target Analysis

---

### Primary Psychographic #1

Hollister's primary psychographic targets a specific lifestyle and mindset, shaping its brand appeal and resonating with its target demographic ranging from ages 13-30.

#### Why?

Hollister caters to a youthful, free-spirited demographic characterized by adventurousness. Hollister appeals to individuals who crave adventure, exploration, and new experiences (CI #1, 6, 7, 8, 9, 10). The brand's imagery often evokes feelings of adventure and the carefree spirit of youth. Their audience values social connections and interactions. The brand's marketing often depicts groups of friends having fun, emphasizing the importance of social gatherings and camaraderie. Not to mention that the brand embodies a casual and relaxed vibe, appealing to customers who prefer easygoing, comfortable fashion that still exudes style. So then Hollister customers are often attuned to current fashion trends (CI #1, 6, 7, 8, 9, 10). They seek styles that reflect the latest trends while maintaining a sense of uniqueness.

### Primary Demographic #2

Hollister's demographic primarily targets younger consumers within a specific age range from 13-30, typically teenagers and young adults, but it extends to early twenties all the way up to late twenties as well. By Hollister understanding their demographic profile, it has helped shape the brand's marketing, product offerings, and retail strategies.

#### Why?

While teenagers are a significant portion, the brand extends its appeal to those in their early twenties who still resonate with its style and lifestyle. Hollister positions itself as an affordable fashion brand, making it accessible to middle-income families. While affordable, it also appeals to those from more affluent backgrounds who seek trendy yet cost-effective

fashion. Hollister tends to concentrate its retail presence in urban and suburban areas, often near schools, malls, or popular hangout spots (CI #1, 6, 7, 8, 9, 10). The brand's imagery often evokes a coastal lifestyle, although its presence is not limited to coastal regions.

### **Primary Benefits #3**

Hollister offers several key benefits to its consumers, aligning with its target demographic's preferences and lifestyle. These benefits contribute to the brand's popularity and appeal among its customers.

#### **Why?**

Hollister provides clothing that's aligned with the latest fashion trends, appealing to consumers who want to stay fashion-forward. The brand embodies a youthful and carefree aesthetic, resonating with the target demographic's desire for trendy yet casual clothing. Hollister offers trendy clothing at relatively affordable prices, making fashion accessible to a broader range of consumers, particularly teenagers and young adults on a budget. Customers appreciate the balance between style, quality, and price that Hollister provides (CI #1, 6, 7, 8, 9, 10). The brand offers versatile pieces suitable for various occasions, allowing consumers to effortlessly transition from day to night or from casual outings to hangouts with friends. Hollister's retail spaces offer an immersive experience, featuring a laid-back ambiance, music, and lighting that resonate with the brand's image. While also creating an engaging environment for shoppers, enhancing the overall shopping experience in physical stores (Website #1, 2, 3 CI #1, 6, 9, 12).

### **Primary Geographic #4**

Hollister, a brand known for its youthful and casual style, targets primarily urban and suburban areas with a focus on specific geographic regions that align with its brand image and consumer demographics. Malls and shopping centers are the ideal place for Hollister to have their store in. Having a lot of foot traffic is what Hollister is mostly reliant on.

#### **Why?**

Hollister tends to establish its presence in shopping malls, taking advantage of high foot traffic and capturing the attention of its target demographic, which often includes teenagers and young adults shopping in malls. The brand strategically places its stores in urban centers or neighborhoods with a youthful, vibrant atmosphere (CI #1, 6, 9, 12, 20, 21, 25). These areas attract the brand's target demographic and align with its trendy and social lifestyle appeal. Hollister stores are often found in areas frequented by its young consumer base, such as



entertainment districts, popular streets, or areas near schools and colleges. While not limited to coastal regions, Hollister's brand image often associates with coastal living and a relaxed, beach-inspired lifestyle. Stores in or near coastal areas resonate with this narrative. Hollister may have a presence in areas known for recreational activities or leisure, aligning with its target audience's interest in a laid-back, fun-filled lifestyle (CI #1, 6, 9, 12, 20, 21, 25). The brand strategically locates stores near schools, colleges, or educational hubs, targeting its primary demographic of teenagers and young adults, many of whom are students. Areas with a youthful and vibrant energy, often populated by college students or young professionals, attract Hollister's target demographic.

## Customer Experience (CX) & Strategic Examples

---

### **Customer Experience Objective**

Hollister's customer experience objective involves creating an immersive in-store ambiance that reflects its coastal-inspired lifestyle. The stores often feature dim lighting, music, and beach-themed decor, creating a relaxed and inviting atmosphere. Customers step into an environment that evokes a carefree and youthful vibe, encouraging them to explore and engage with the brand's offerings.

### **Customer Experience Satisfaction Analysis**

The brand aims to captivate its customers through interactive and engaging experiences within its stores. From interactive displays to fitting room technologies, Hollister strives to make the shopping experience enjoyable and memorable, enhancing customer engagement and satisfaction. Hollister places a strong emphasis on social media and digital engagement. Its customer experience objective involves connecting with its audience through vibrant and relatable content on platforms like Instagram, TikTok, and Snapchat (Website #1, 2 CI #4, 5, 6, 7, 8). The brand leverages these channels to showcase its products, share lifestyle content, and interact with its community. The brand seeks to build a sense of community among its customers. Through events, social media campaigns, and user-generated content, Hollister fosters a community where consumers feel included, sharing similar interests and a love for the brand's lifestyle. This communal aspect encourages brand advocacy and loyalty. Hollister's customer experience objective involves staying abreast of current trends. The

brand continuously innovates its product offerings and customer engagement strategies to remain relevant in the dynamic fashion industry, ensuring it meets the evolving tastes and preferences of its youthful consumer base (Website #1, 2, CI #20, 21, 22). The brand embraces technological advancements to enhance customer experiences. From leveraging augmented reality in-store experiences to offering seamless online shopping and mobile app functionalities, Hollister invests in tech-driven solutions to elevate its customer engagement and satisfaction levels.

**Strengths**

- Attractive Employees (CI #12, 13, 14, 15)
- Aesthetically Pleasing (CI #12, 13, 14, 20, 21, 22)

**Weaknesses**

- Lower Quality (CI #6, 8)
- Limited Product (CI #6, 8, 10, 12)

**Pricing Objective, Analysis, and Strategies Discussion**

---

Item	Abercrombie & Fitch	Hollister	Industry Average
Men’s Jean	\$60	\$30	\$50
Men’s Flannel	\$80	\$70	\$40

**Price Objective**

Hollister’s price objective revolves around offering affordable yet stylish fashion to its target demographic of teenagers and young adults. The brand aims to strike a balance between providing trendy and quality clothing at accessible price points, aligning with the preferences and spending habits of its core customer base.

**Price Analysis and Discussion**

Hollister positions itself as a brand that provides fashionable clothing without breaking the bank. Its price objective focuses on offering reasonable prices that cater to consumers who seek trendy apparel without compromising on style or quality. The brand’s pricing strategy emphasizes providing value for money. Hollister aims to offer garments that align with

current fashion trends while ensuring a level of quality that justifies the price, creating a perceived value proposition for its customers (Website #1, 2 CI #4, 5, 6, 7, 8). Although it is a good way to bring in more customers into the store, it lowers the quality and its brand image. Hollister utilizes strategic sales, promotions, and discounts throughout the year to further enhance its affordability objective (Website #1, 2 CI #4, 5, 6, 7, 8). Seasonal sales, limited time offers, and loyalty programs are often used to attract customers and incentivize purchases while maintaining its brand image.

### **Price Strength**

- Affordability (CI # 4, 5, 6, 7, 8)
- Clearance (CI #, 7, 8)

### **Price Weaknesses**

- Customers buy few items (CI #4, 5, 6, 7, 8)
- Inaccessible for low-income customers ( CI#4, 5, 6, 20, 21)

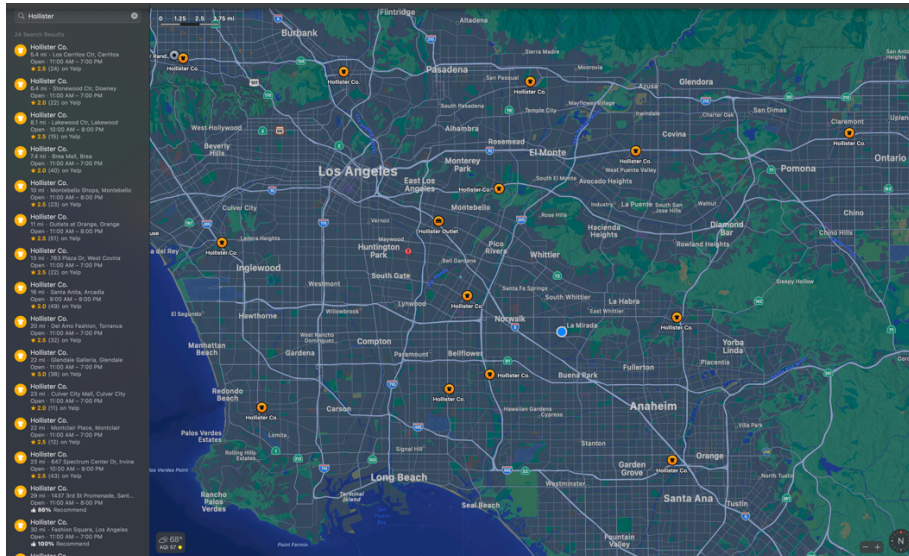
## **Place Analysis and Strategies Discussion**

---

### **Place Objective**

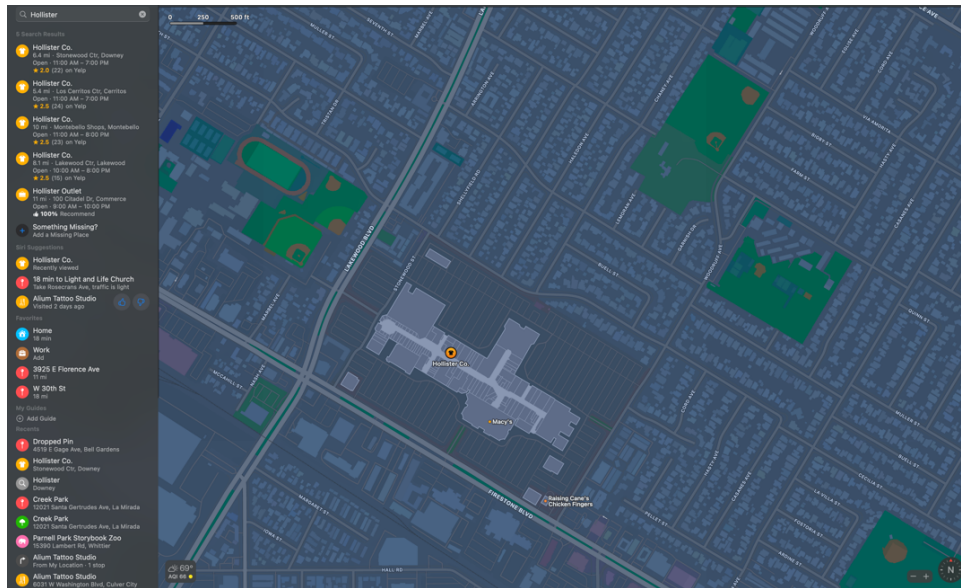
Hollister's store placement objective revolves around strategic locations that align with its target demographic's lifestyle, preferences, and shopping habits. Some examples could be like malls, shopping centers, outlet stores, and places with foot traffic. The brand aims to create a strong retail presence in areas that resonate with its youthful, trendy, and social customer base. Hollister mainly focuses on large cities in the country and aims to give a holistic shopping experience, which they proudly call the "Theatrical Shopping Experience". They have more than 300 outlets in the USA and many stores all over the world. The international market contributes to one-third of its total revenue. Another objective for Hollister's store placement is to bring a slice of Southern California to the shopper and differentiate the company from other apparel brands in terms of store design. Hollister outfits

its stores with fake palm trees, window shades, and cozy chairs, thus not resembling a store but instead a comfortable beach shack.



## Place Analysis Strategy

Being in close proximity to competitors can have both advantages and disadvantages. On one hand, being close to competitors can increase foot traffic, as customers who are shopping at competitors' stores may also visit Hollister (Cl #1, 2, 4, 7, 8, 12). Hollister often opts for locations within shopping malls, capitalizing on high foot traffic and attracting its young consumers who frequent these areas for shopping and socializing. Stores are strategically positioned in high-traffic zones within malls, ensuring visibility and accessibility to potential customers. While not exclusively limited to coastal areas, Hollister occasionally places stores near coastlines or in areas evoking a beach-inspired lifestyle, aligning with its brand narrative (Cl# 1, 2, 8, 9, 12, 13). Hollister identifies locations near colleges and universities, aiming to capture the student population, often a significant part of its target demographic. Stores are placed in neighborhoods with a high concentration of young residents or areas known for their vibrant, youthful energy.



I chose the Hollister that is in the city of Downey CA, and as you can see Hollister is in a shopping center which has a lot of foot traffic. Across the street from it is a High School which is one of their tactics to be near consumers of their own demographic. I know that Hollister prides itself on maintaining its Californian roots, and each product line is designed to evoke a sense of coastal living and sun-soaked days and for this Hollister it is exactly a 30min away from the beach. Hollister aims to offer high-quality products that are affordable for its target market which in this case it would be high schoolers. The company's pricing strategy is based on value, with a focus on offering fashionable, quality items at an accessible price point (CI #1, 2, 4, 7, 8, 12). This has enabled Hollister to attract and retain customers from a wide variety of economic backgrounds.

### Place Strengths

- Foot Traffic (CI #1, 2, 4, 7, 8, 12).
- Neighbor Stores (CI #2, 3, 6, 8, 12)
- Good Ambience (CI #4, 7, 8, 12).

### Place Weaknesses)

- Competitive Place (CI #1, 2, 8, 12).
- Dependent on Foot Traffic ((CI #7, 8, 12)

## Promotion Objective(s), Analysis and Strategies Discussion

---

Hollister's promotion objectives likely align with engaging its youthful demographic, enhancing brand visibility, and driving sales. Engaging the target audience through interactive campaigns and social media initiatives. Increasing brand visibility through targeted advertising and collaborations. Driving sales through discounts, limited time offers, and loyalty programs. Hollister seems to be centered around increasing brand awareness, driving sales, and establishing a loyal customer base. They aim to resonate with their target demographic of young adults and teenagers, emphasizing a casual, beachy vibe.

### Promotion Analysis

Hollister has made significant use of social media platforms like Instagram, TikTok, and Snapchat for their promotional activities. For instance, they collaborated with popular TikTok content creators for a back-to-school marketing campaign centered on the brand's jeans. They also designed a TikTok hashtag challenge that asked users to share their "happy dance" while wearing Hollister jeans. Hollister's non-digital promotions include in-store events and experiences. They focus on providing a holistic shopping experience, which they call the "Theatrical Shopping Experience" (Website #1, 2, CI #1, 6, 7, 8, 9, 10). They also involve their store employees in their advertisements. Hollister's promotional strategies have been effective in resonating with their target audience of teens and young adults. Their digital marketing campaigns, particularly on TikTok, have resulted in high impressions and visibility among Gen-Zers. Their non-digital promotions, such as the in-store experiences, have also contributed to their brand's success (Website #1, 2, CI #1, 6, 7, 8, 9, 10). Hollister's main competitors include brands like American Eagle Outfitters, Aeropostale, Zumiez, and PacSun. While these brands also offer similar merchandise, Hollister differentiates itself with its unique promotional strategies. For instance, Hollister's use of in-store models and other promotional strategies make it stand out from its competitors. Furthermore, Hollister's focus on creating an engaging shopping experience has helped them create a strong connection with their customers, setting them apart from their competition.

### Promotions Strengths

- Influencer Engagement and Collaborations
- Brand Consistency
- Lifestyle Centric Content

## Promotions Weaknesses

- Inconsistent Customer Experiences
- Little Product Sampling to none
- Reliance on Media, not enough non digital promotions

## Personnel (The 5th P) Employee Culture, Satisfaction, Empowerment & Training

---

Hollister likely fosters a culture that aligns with its youthful brand image, emphasizing inclusivity and a casual work environment. Employees might be encouraged to embody the brand's lifestyle, creating a vibrant and engaging atmosphere within stores. Hollister focuses on product knowledge, customer engagement, and representing the brand's image. Having initiatives to keep employees updated on fashion trends and evolving customer preferences. Competitors may have diverse employee cultures, potentially reflecting different brand identities and values. While some competitors might emphasize empowerment, encouraging employees to contribute ideas and take ownership. There are mixed reviews about training at Hollister. Some employees have mentioned that they received basic training for a couple of weeks to help them learn the job. However, others have reported that they were not given adequate training and were expected to figure things out themselves. Instead of breaking down training on a machine-to-machine basis, employees are constantly shifted from one machine to another preventing them from gaining a solid grasp of each one. This has led to constant understaffing issues and high turnover possibly due to the toxic environment and poor training. The overall satisfaction level of Hollister employees seems to be quite positive. On Indeed, Hollister Co. has an overall rating of 3.5 out of 5, based on over 5,105 reviews (Website #17). However, some employees have expressed dissatisfaction with aspects such as pay and work-life balance. Hollister employee reviews rank Hollister at #24 of 100 Companies with the Best Company Culture (Website #17). Hollister emphasizes the importance of employee empowerment. They encourage their associates to look continuously for better ways to do their jobs and maximize the efficiency and effectiveness of their processes. They also have a culture of candor, where associates are encouraged to raise issues or concerns, and be a part of the solution. Hollister encourages its employees to take the initiative to solve problems. They value multiple approaches and points of view. They believe diversity drives innovation, so they're building a culture where differences are

celebrated. And now comparing it to my business taking the approach that consistency is important in employee training. Being able to do a performance evaluation and seeing what my employees need to work on can certainly be beneficial for my own business and for my own employees. We would be more efficient in our duties while also maintaining a healthy environment where anybody can learn useful skills. Taking an approach on how certifying my employees could give a sense of progress within the business and pushing them to gain more skills and knowledge when it comes down to handling customer services or logistics of the store layout.



## Section C: Timeout

---



## Ethical Action Plan

---

### **Hypothetical Issue**

Not so long after opening my business, a well-known guy on social media (influencer) found my shop during a walk. He really liked what he my store had and decided to tell all his followers about it on social media. Suddenly, lots of people started coming into my shop and also started buying stuff online as well. It was awesome to see so many guys interested in what I offered. But then things started getting complicated. I found out this social media guy was a strong supporter of the LGBTQ community. As a Christian, that was really tough for me because it clashed with my beliefs. I felt torn. On one hand, working with him was making my shop super successful, but on the other hand, his support for something I did not agree with just did not sit right with me. It made me question whether I was staying true to who I am, both as a Christian and as someone who is running a business. While my shop was booming, this conflict was weighing heavily on me. I kept wondering what I should do. Should I keep partnering with this social media guy because it's great for business, or should I stand by my beliefs, even if it means things might get tough for my store and possibly lose customers and profits? It wasn't an easy decision. I knew that if I stopped working with him, it might mean fewer customers, which could make things really hard for my shop, especially since it was still new. But at the same time, I couldn't ignore the feeling that I was compromising my values by staying associated with someone who didn't share them. I felt stuck between wanting my shop to succeed and wanting to stay true to what I believed in. It was a real struggle, and I had to think really hard about what mattered most to me and my business success or my personal beliefs. This situation really made me see how tough it can be when success clashes with your beliefs. I had to figure out what was most important to me, and that was a really tough decision to make.

### **The Tension**

Financially, I face the pressure of sustaining and growing my new business. The sudden surge in customers and online orders following the social media influencer's endorsement has brought unprecedented success to my shop. It's not just about making money but also ensuring the stability and future growth of my venture. With the business still in its early stages, any potential decline in sales or loss of customers could seriously impact its viability. I know I have invested time, effort, and finances into creating a successful store, and the thought of risking that success is daunting. Simultaneously, there's a moral dilemma that weighs heavily on my conscience. As a devoted Christian, I hold deeply rooted beliefs that guide my personal life and the way how I runs my business. The influencer's strong support

for the LGBTQ community conflicts directly with these beliefs. This creates an inner conflict where I feel torn between staying true to my convictions and ensuring the prosperity of my business. I face the challenge of reconciling my principles with the commercial success brought by someone whose advocacy clashes with those principles. This inner tension is challenging for me because, on one hand, there's a fear of financial instability and potential setbacks for my business if I break ties with the influencer. Losing the current influx of customers may affect my ability to sustain and grow the store, potentially jeopardizing the future I envision for it. While on the other hand, compromising my beliefs for the sake of business success conflicts deeply with my core values and integrity as an individual.

## **Biblical Principals**

1. **Integrity and Personal Conviction:** Upholding personal integrity and staying true to deeply held convictions, even when faced with challenges or temptations.
  - **Proverbs 11:3 (NIV)** "The integrity of the upright guides them, but the unfaithful are destroyed by their duplicity."
2. **Business Conduct Aligned with Personal Values:** Ensuring that business practices align with personal values and ethics, reflecting one's faith in all aspects of life.
  - **Colossians 3:17 (NIV)** "And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through him."

## **Action Plan**

To resolve the conflict between financial success and moral integrity, I'd engage in open dialogue with the influencer to express my values respectfully, explore alternative endorsements that align more closely with my beliefs, and assess the impact on both my business and personal convictions before making a decision.

## **Rationale**

I've chosen this action plan because it aims to address the conflict between financial success and moral integrity in a balanced and thoughtful manner. Engaging in open dialogue with the influencer allows me to express my values respectfully and understand his perspective better. It's crucial to communicate the importance of my beliefs without dismissing or disrespecting his stance, fostering a potential mutual understanding. Exploring alternative endorsements aligning more closely with my beliefs provides a better approach. By seeking partnerships or endorsements from individuals or entities that resonate with my values, I can potentially avoid the conflict between financial success and moral alignment. This approach allows me to maintain a thriving business while staying true to my convictions. Ultimately,

this approach aligns with the Biblical principles I hold, emphasizing integrity, respectful communication, and conducting business in a manner consistent with my faith. It allows me to navigate this dilemma with wisdom, seeking a resolution that upholds my values without disregarding the importance of sustaining a successful business. This path ensures I maintain both financial stability and a clear conscience, honoring my commitment to integrity and faith-based business practices.

## SWOT Analysis

---

### Strengths

- A brand that's specifically tailored to an audience
- Extensive consumer insight through customer interviews
- A solid perspective of my industry
- An expert in my industry
- I am now aware of issues unaddressed from my consumer base
- A clean slate
- A clearer idea of what not to do
- Fashion flexibility and innovation
- More open to criticism and feedback

### Weaknesses

- Limited Sizing
- Having way to high prices or very low-quality products
- No awareness of my brand
- Unsure of if products are in stock
- A clean slate
- Seasonal trends
- Customer Service dissatisfaction
- Clothing not fitting my customers good enough

### Opportunities

- Technology integration in our website
- Training employees in a healthy environment
- Over exceed consumers expectations because of my research

- Community work around my area
- Creating a style trend

### **Threats**

- Having the possibility of getting sued
- A bigger company opens a store next to me
- My supply chain does not deliver my order on time
- Hiring the wrong type of people to be my employees
- Saturated Market
- A recession in our economy
- Store not up to safety protocols
- Manufacturing regulations change or tariffs
- Possible legal/bills change that can alter our workflow
- Stealing and thefts

## **Competitive Advantages**

---

### **Problem #1**

Customers often complain about how a lot of the clothing fit them just fine width wise but sometimes it is longer by the length like for example jeans or flannels (CI # 2, 5, 7, 17, 19, 20, 21, 22)

### **Solution**

Offering a tailoring service for jeans or flannels to adjust them to a customer's desired length can be a strategic solution for a retail store in several ways. Many customers struggle to find clothing that fits perfectly off the rack, especially in terms of length. Providing a tailoring service allows customers to personalize their purchases, ensuring a better fit and increased satisfaction. Retail stores often face returns or dissatisfied customers due to sizing issues, particularly regarding length (CI #17, 18, 19). Offering tailoring services mitigates these

problems by allowing customers to buy items that fit in other dimensions and then have them adjusted to their preferred length. Not many retail stores offer in-house tailoring services. Providing this service sets the store apart from competitors like larger retail chains and online shopping platforms that typically do not offer customized alterations (CI #21, 22). This can create a personal connection between the customers and our products giving them an awesome experience (CI #2, 5, 7). Tailoring services elevate the overall customer experience. Customers appreciate the convenience of having their clothing adjusted to fit them perfectly, creating a positive shopping experience and increasing brand loyalty. When customers have the option to tailor clothing to their specifications, it decreases the likelihood of returns due to poor fit. This helps the store reduce return-related costs and improve overall operational efficiency (CI # 17, 19, 20, 21, 22).

## **Problem #2**

Limited Sizing, retailers like Hollister or Abercrombie might have limited size ranges or lack diversity in their clothing lines. Providing more inclusive sizing and diverse styles that cater to different body types and fashion preferences can address this dissatisfaction (CI #2, 5, 7, 9, 10, 17, 20, 25, 27)

## **Solution**

Tracking clothing sizing can significantly benefit my business by addressing the issue of limited sizing and improving overall customer satisfaction (CI #2, 5, 7, 9, 10). By tracking clothing sizing preferences, your business gains valuable insights into customer demand patterns. You can identify which sizes are most popular or less available, allowing for more accurate inventory planning and stocking. This data-driven approach minimizes overstocking or understocking issues, optimizing inventory levels to better match customer needs. Understanding sizing trends helps prevent stockouts in popular sizes henceforth fixing the problem of limited sizing (CI #2, 5, 7, 9, 10, 17, 20, 25, 27). This means customers are more likely to find their preferred size available, reducing frustration and increasing the likelihood of making a purchase. Improved availability of sizes can lead to higher sales and increased customer satisfaction (CI #2, 5, 7, 20, 25, 27). Having sizing data at your fingertips allows for informed decision-making. Whether it's expanding size ranges, discontinuing slow-moving sizes, or adjusting inventory levels, these decisions are supported by concrete data rather than assumptions. This would be a solution for consumers and for my business as for customers will find the desired sizes they want, and I would not have extra inventory in sizes that many people do not use. Tracking clothing sizing provides my business with actionable insights that enable better inventory management, improved availability of sizes, customized marketing strategies, enhanced customer experiences, and streamlined supply chain operations. This data-driven approach helps solve the problem of limited sizing by ensuring that my business aligns its offerings more closely with customer preferences, ultimately driving sales and customer satisfaction.

## **Problem #3**

Customers often visit stores in search of specific items, only to find them out of stock. This could be frustrating and potentially lose their trust in us which can result in us losing a customer (CI #2, 5, 7, 17, 20, 31, 33, 36).

### **Solution**

Enabling customers to receive stock updates for their favorite clothing items can effectively solve several problems and enhance their shopping experience. Providing stock updates saves customers time by notifying them when the desired item is available. This reduces wasted trips to the store and frustration associated with fruitless visits (CI #2, 5, 7). By receiving stock updates, customers can plan their store visits more effectively. They can coordinate their trips based on item availability, ensuring they visit when the desired product is in stock, thus optimizing their shopping experience. For busy or distance-limited customers, receiving stock updates eliminates the need for frequent store visits (CI #17, 33, 36). They can stay informed about item availability without physically visiting the store, making their shopping experience more convenient. If a customer does not want to buy an item online simply because they want to try it on but does not know if our store has it in stock, they could just simply use our app to see if we do have it in stock or if not when it will be restocked. Nothing is more frustrating for customers than repeatedly finding their desired item out of stock (CI #2, 5, 7, 17, 20, 31, 33, 36). Stock updates alleviate this frustration by providing timely notifications, ensuring customers don't miss out on purchasing their favorite clothing items. Stock updates empower customers to make informed purchase decisions. They can choose whether to buy immediately upon receiving the update or wait for convenient timing, resulting in more confident and intentional purchases. Offering stock updates will set my business apart, providing a competitive edge. Not all retailers provide this service, which will make my store more appealing to customers who value convenience and efficiency in their shopping experience (CI #2, 5, 33, 36).

### **Problem #4**

One of the complains that customers have is that good quality clothing is always expensive which drives customers to buy few items. Making it unaffordable for them (CI # 4, 6, 9, 10, 12, 14, 15).

### **Solution**

Offering the best quality at an affordable price creates a compelling value proposition for customers. It communicates that your store prioritizes delivering value for money, attracting price-conscious customers who seek quality without breaking the bank (CI #10, 12, 14, 15). For my business I would not drastically lower the prices of my products because it could portray my business as cheap or low quality, but instead I would focus on matching the quality with the price of my products. Customers often associate price with perceived value. Finding the perfect price for the best quality ensures that customers feel they're getting their money's worth, leading to increased satisfaction and repeat business (CI # 4, 6, 9, 10, 12, 14,

15). With small details like packaging or the shopping bags we give out can elevate our products without costing us hundreds of dollars, helping us keep our not lower but more of a affordable price. Establishing a reputation for offering the best value ensures sustained growth. Customers tend to remain loyal to stores that consistently deliver on quality and affordability, contributing to the store's long-term success. Addressing the perception of high prices in other stores by offering better value helps overcome barriers to entry for potential customers. It breaks the stereotype of expensive stores, encouraging customers to give my store a chance (CI # 4, 6, 9, 10, 12, 14, 15).

## **Problem #5**

Customers talk about how some of the store they shop at have had some poor customer experiences and dissatisfaction. And by not equipping employees with better communication and problem-solving skills, it has resulted in horrible interactions and decrease in customer satisfaction within the retail business (CI #1, 3, 8, 10, 11).

## **Solution**

A robust customer service training program holds immense benefits for my business. Training programs can help equip staff members with essential communication skills, problem-solving skills, and empathy skills. Employees will better understand customer needs, resulting in enhanced interactions, increased satisfaction, and a positive shopping experience. One thing for sure exceptional service often leads to loyal customers. When employees are trained to provide attentive and personalized assistance, customers are more likely to return, fostering long-term relationships and higher customer retention rates. A well-trained team embodies the brand's values, projecting a positive image (CI #1, 3, 8, 10, 11). Consistent, high-quality service creates a reputation for reliability, leading to positive word-of-mouth recommendations and attracting new customers. I now know that staff trained in customer service techniques are better equipped to identify and fulfill customer needs. This can lead to increased sales through effective upselling or recommending complementary products based on customer preferences (CI #1, 3, 8, 10, 11). Not to mention that investing in training demonstrates that the company values its employees. Enhanced skills and confidence lead to higher job satisfaction, boosting employee morale and reducing turnover rates. A better customer service training program equips employees with the necessary skills and mindset to deliver exceptional service, fostering customer loyalty, positive brand perception, and increased sales. It empowers employees to handle various situations confidently, creating a more pleasant and memorable shopping experience for customers that shop in my business (CI #1, 3, 8, 10, 11).



### **A. Systems of Quality & Consistency**

#### **Concern #1**

A concern could be of the quality control in production and how there are inconsistencies in garment quality due to varied production processes or lack of standardized quality checks.

#### **Solution #1**

I would develop standardized operating procedures (SOPs) for every step of production, clearly outlining quality standards, stitching techniques, and finishing details. I know a lot of big companies check their clothing for errors in stitching or such stuff before sent to their retail's stores. So, for my business establishing multiple checkpoints throughout production where designated quality control personnel inspect garments at different stages, will ensure an established standard for our products. I would also work closely with material suppliers, conducting regular audits and quality assessments to ensure consistency in raw materials used for production.

#### **Concern #2**

It would be feedback implementation and iterative improvement. This could be seen in challenges in effectively incorporating customer feedback into product improvements and updates.

#### **Solution #2**

Implement various channels (online surveys, in-store feedback forms, social media engagement) to actively seek and collect customer opinions on product satisfaction, fit, design, and preferences. Devoting resources to analyze and collect feedback systematically, identifying recurring issues or trends to pinpoint areas for improvement would be beneficial for my business. Integrate customer feedback directly into the design and development stages, involving design teams in interpreting feedback and making iterative improvements in subsequent product lines. Also create prototype garments based on updated designs, conducting test runs with sample groups of customers to gather real-time feedback before full production can be efficient for my company since it is small, and we do not have a lot of money to do test runs. And being able to communicate updates or improvements made based on customer feedback, fostering transparency and demonstrating a commitment to customer-centric product development brings everything more together avoiding any miscommunications.

## **B. Customer Retention & Research Systems**

### **Concern #1**

Building lasting customers can be really hard, especially when time is limited for creating that connection with every customer. Sometimes customers perceive their interactions as purely transactional, feeling undervalued and insignificant to the business.

### **Solution #1**

Implement a CRM system to store and track customer preferences, purchase history, and interactions. Train staff to use this data for personalized recommendations and interactions, making customers feel valued and understood. Also being able to create a tiered loyalty program offering exclusive benefits, early access to sales, or personalized offers based on spending levels. Recognizing and rewarding loyal customers instills a sense of importance and fosters deeper connections. It would be important to encourage staff to engage in genuine conversations with customers beyond transactions, showing interest in their preferences and needs and although it takes an extra mile in the end this is what will stay with customers in the long run. If we are able to follow up with personalized messages or calls after purchases to express gratitude and gather feedback would be key and the most efficient way would be through an automated email or text that they would receive after purchase.

### **Concern #2**

Identifying and predicting customer problems, the difficulty in identifying and predicting potential customer issues or concerns before they become significant problems is a concern that comes to mind as a business owner.

### **Solution #2**

It would be good to invest in sophisticated analytics tools that sift through vast amounts of customer data to identify patterns, trends, or anomalies that might indicate emerging issues. Utilizing sentiment analysis tools and social media monitoring to gauge customer sentiment, spot trends, and identify areas where customers might be dissatisfied or raising concerns helping us stay away from any controversial issues or sensitive topics. Implement predictive modeling techniques based on historical data to forecast potential issues will be useful to train my employees that way they can be ready for any random thing that they could be faced with even when I am not there. Use machine learning algorithms to anticipate customer behavior and identify patterns leading to complaints or dissatisfaction. Moreover, predictive tools and proactive measures can help my business anticipate and mitigate potential problems, fostering a customer-centric approach that prioritizes satisfaction and loyalty.

### **Option #1**

Targeting young adults ranging from ages 17-25, customers that are now financially independent and entering the new work force. Casual wear for the group of people that are not kids but also are not grown adults, my business offers them a style which where they identify themselves as they should in their age. Prioritizing time, efficiency, and quality is important for this group of customers. Most of our clothing line has a clean casual vintage feeling to it where customers will be able to have their jeans, jackets, and tops tailored to fit them at their desired length. Given them a personalized feel and also while feeling put together which is important for a person in this age range.

### **Option #2**

I would be targeting high income individuals most importantly in the corporate world. Moving the style to a more city lifestyle would be crucial for this target consumer base. Being able to bring an immersive experience in shopping at my store will be key here as for class and status comes into play. I would focus on the quality of my products ensuring that there is a consist quality in every clothing I sell. Being able to train my employees to attend customers to a more personal level than the usual as for maintaining customers with high income tends to be customers that can afford to continue buying in my store.

### **Option #3**

For my final idea I would be targeting high income families most importantly in high income suburban areas. I would bring attention and revolve into the idea that families come first which means customer service should be one of my top priorities as for parents will need someone to help them that has patience and can work under pressure. Adapting technology into this would be very important as for moms or dads would be able to check if the clothing item they need is in stock or not. Allowing parents to have a better shopping experience knowing that we have what they need. We would also build a connection with their kids tracking down what kind of clothing they like and knowing when their birthday is that way we can bring forth prizes or rewards. We would give the kids a wonderful experience while also gaining the loyalty of their parents.

## Section D: WellWorn

---



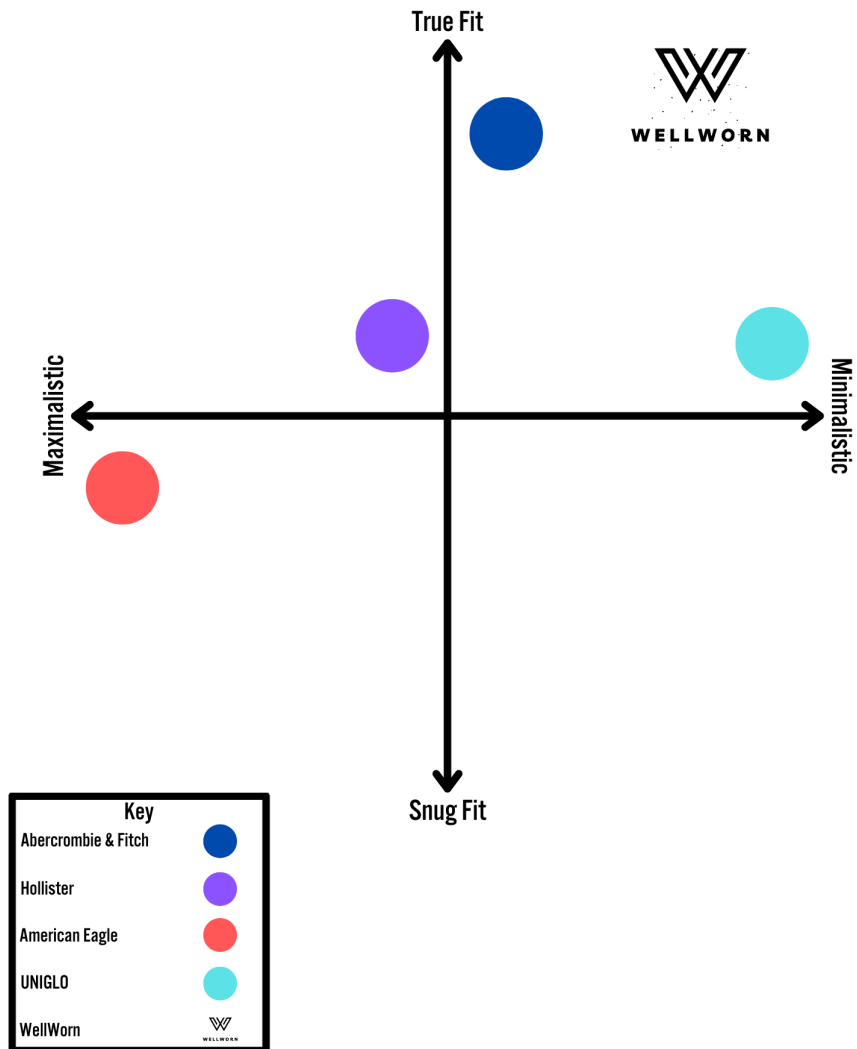
## Positioning Maps

---



### How/Why?

WellWorn is placed in the top right-hand corner as my business will be. Focusing on high durability while still being aesthetically pleasing and stylish (CI #1, 2, 4, 5, 6, 12, 14, 15, 17, 18, 19, 20, 21, 23, 25, 26). We want our clothing lines to be consistent in its durability since our clothing will not be on the cheaper side. We also do not want to jeopardize the looks of our products, just because we will design our clothes to be durable it will not bring down for its style (CI #1, 2, 4, 5, 6, 12, 14, 15, 17, 18, 19, 20, 21, 23, 25, 26). Consumers look for durability in premium quality products and shopping in my business will not only be eye catching but also durable.



### How/Why?

WellWorn is placed in the upper right-hand corner above every other competitor because we will be able to focus on bringing a convenient and personalized service where customers can have their jeans, slacks, jackets, and flannels tailored to their liking (CI #1, 2, 3, 6, 7, 8, 12, 24, 2, 5, 26). Bringing it down to a personal level where consumers will always have a true fit to whichever clothing item, they buy from us. Ensuring that we keep the casual vibe going we will portray more of a minimalistic approach but not to a certain extreme as for how my research shows that some pop of color or something more out there is definitely welcome. Knowing that my female consumers could potentially buy from the make section indicates a level of artistic freedom in what we sell (CI #1, 4, 6, 7, 13, 14, 16, 17). As for hoodies, cargos, and jackets are unisex and very popular among male and females. So being able to have all kinds of sizes would be hard especially considering different biological structures so tailoring

their clothing items makes it more accessible and convenient for my customers to buy more of our clothing.

## Primary Target Analysis

---

### Primary Psychographic #1

Targeting individuals who prioritize fashion and trends, seeking clothing that reflects their personal style and helps them make a statement.

#### Why?

Appealing to young adults who value expressing their unique personalities through clothing choices, seeking items that reflect their individuality (CI #2, 3, 5, 16, 17, 18, 19, 22, 23, 25, 27). Catering to a demographic that appreciates comfortable yet fashionable clothing suitable for various activities, from social gatherings to everyday wear. Targeting individuals who are socially active, seeking attire that fits their dynamic lifestyles and allows for easy transitions from casual to semi-formal settings (CI #2, 3, 5, 16, 17, 18, 19.). As a young adult it is hard to find the line between teenager clothing and old adult kinds of clothing. We are the ones that closes that bridge gap between them both.

### Primary Demographic #2

The primary demographic will almost be exclusively for young adults ages 17–25-year-old. Primarily the ones who are entering the work force.

#### Why?

Targeting individuals between 17-25, capturing late high school through early post-college demographics. This group experiences significant lifestyle transitions and explores personal identity through clothing choices. Predominantly high school graduates, college students, or young professionals pursuing further education or entering the workforce (CI #2, 3, 4, 7, 12, 14, 16, 17, 20). Varies widely within this demographic, from part-time job incomes to entry-level professional salaries (CI #2, 3, 4, 5, 6, 10, 11, 12, 14, 15). The focus is on durability and value without compromising style. Concentrated in urban areas or surrounding suburbs, where fashion trends are more prevalent and accessible, but also catering to those in smaller towns or rural areas seeking trendy options (CI #2, 4, 26, 20, 21, 22, 23). One of the focuses

would be heavily reliant on digital platforms for shopping, information, and social connections. Active on social media, influencers play a significant role in their fashion choices.

### **Primary Benefits #3**

To find a new style and portray a certain lifestyle of living. Giving off a vibe that says you are put together and has everything in place while still offering a curated collection of trendy yet versatile clothing that caters to diverse occasions. Allowing customers to express their individuality effortlessly.

#### **Why?**

Providing fashionable clothing at competitive prices, ensuring that customers get value for their money without compromising quality or style (CI #2, 4, 6, 28, 19, 22, 24, 25, 27, 29, 33). Especially for my business it is important for us to meet the pricing with our quality in each of our items. Curating clothing lines that prioritize comfort without sacrificing quality, appealing to those seeking both style and functionality in their everyday wear. We would be offering an easy and accessible shopping experience, whether in-store or online, with user-friendly interfaces, convenient payment options, and efficient delivery or pickup services (CI #1, 4, 6, 7, 12, 14, 15, 16, 17). Not only we prioritize our customers product liking, we also prioritize their time and making it worthwhile they are in our store (CI #30, 32, 33). With inventory and sizing that is mostly popular will be at display giving our customers a sense of trust that everything that they need will be there.

### **Primary Geographic #4**

The geographical focus plays a pivotal role in defining market success, consumer engagement, and overall brand resonance. The primary geographic areas of concentration encompass urban centers, college/university towns, suburban regions, online presence, event-focused locations, and strategic expansion plans.

#### **Why?**

Urban areas serve as bustling hubs of diverse cultures, fashion trends, and vibrant lifestyles. These spaces attract a concentrated population of young adults, fostering a fashion-conscious consumer base eager to explore and adopt the latest styles which is where my business will come into play (CI #6, 7, 9, 10, 11, 12, 13). Locations within fashion districts or popular shopping areas amplify visibility, attracting foot traffic and allowing my business to showcase its dynamic range of trendy yet versatile clothing options. College and university towns present a unique demographic of young adults deeply immersed in academic pursuits, social activities, and fashion experimentation (CI#, 29, 22, 24, 25, 30, 31). The student population,



often comprising my target age group, represents an influential segment that values style, comfort, and individuality in clothing choices (CI #2, 4, 5, 6, 7, 12, 13, 14). Establishing a strong presence in these locales through strategically positioned stores or collaborations with campus stores can tap into the fashion-conscious nature of students. Engaging with university events, partnering with student organizations, and offering student discounts can further solidify brand recognition and loyalty within these communities.

## Customer Experience (CX) & Strategic Examples

---

### Customer Experience Objective

Creating a comprehensive customer experience objective for my business targeting young adults aged 17-25 involves a multifaceted approach that prioritizes engagement, satisfaction, and loyalty. The goal is to craft a seamless and immersive journey that resonates with the lifestyle, preferences, and aspirations of this dynamic demographic.

### Customer Experience Satisfaction Analysis

The primary objective is to establish personalized connections with customers. This involves understanding their diverse styles, preferences, and behaviors. Through data analytics, customer interactions, and purchase histories, the aim is to curate tailored recommendations, personalized communication, and unique experiences. This personalization spans across various touchpoints, whether in-store interactions, online platforms, or social media engagements (CI #30, 31, 32). The goal is to create a sense of personal connection that can make each customer feel understood and valued. In my business the objective is to provide a seamless and consistent experience across all touchpoints by having tailored outfits. Whether a customer engages with the brand through physical stores, the online platform, social media, or mobile apps, the experience should be cohesive allowing our employees to interact with them. Integrating inventory, ensuring a smooth transition from online browsing to in-store shopping (CI #20). The aim is to eliminate stumbles and customer dissatisfaction, allowing customers to engage with the brand effortlessly.

### Why?

For the physical retail experience, the objective is to create an inviting and engaging ambiance. This involves attention to store layout, visual merchandising, and immersive

experiences that reflect the brand's identity and resonate with the target demographic. Incorporating technology, such as interactive displays or fitting room enhancements, can elevate the in-store experience. Trained staff providing personalized assistance and guidance add value to the shopping journey, aiming to leave a lasting positive impression. It is necessary to create a one-of-a-kind journey for every customer that walks into those doors.

**Pricing Objective, Analysis, and Strategies Discussion**

---

Item	Abercrombie and Fitch	Hollister	WellWorn	Industry Average
Men's Jean	\$60	\$30	\$50	\$50
Men's Flannel	\$80	\$70	\$70	\$40

**Price Objective**

WellWorn recognizes that a customer is willing to pay a bit more for a better quality of clothing as long as the quality matches the pricing. Throughout my research I can conclude that there is a way to lower our prices by a bit while still ensuring that the quality stays the same.

**Price Analysis Discussion**

When pricing just below the highest price point in the market, it creates a perception of premium quality or exclusivity. (CI #4, 5, 12, 20, 27, 30). Customers might perceive your products as high-quality, aspirational items worth the slightly higher price. This strategy allows for maximizing revenue in the early stages, especially if your brand is introducing new and innovative products to the market. The initial higher price point captures early adopters or those willing to pay a premium for the latest trends. Pricing slightly below the highest mark provides flexibility for occasional discounts, promotions, or sales (CI #4, 6, 30, 33, 34). This strategy creates an opportunity to attract price-sensitive customers who might perceive the discounted price as a good deal. It helps position my brand as a premium or high-value option without reaching the highest price level. This positioning can differentiate my brand from competitors while still appealing to customers seeking quality and exclusivity.

**Why?**

Well initially setting prices higher allows for better coverage of initial costs, investments in research, development, and marketing. This helps in recouping expenses incurred during product development or market entry. Initially setting prices higher allows for better coverage of initial costs, investments in research, development, and marketing. This helps in recouping

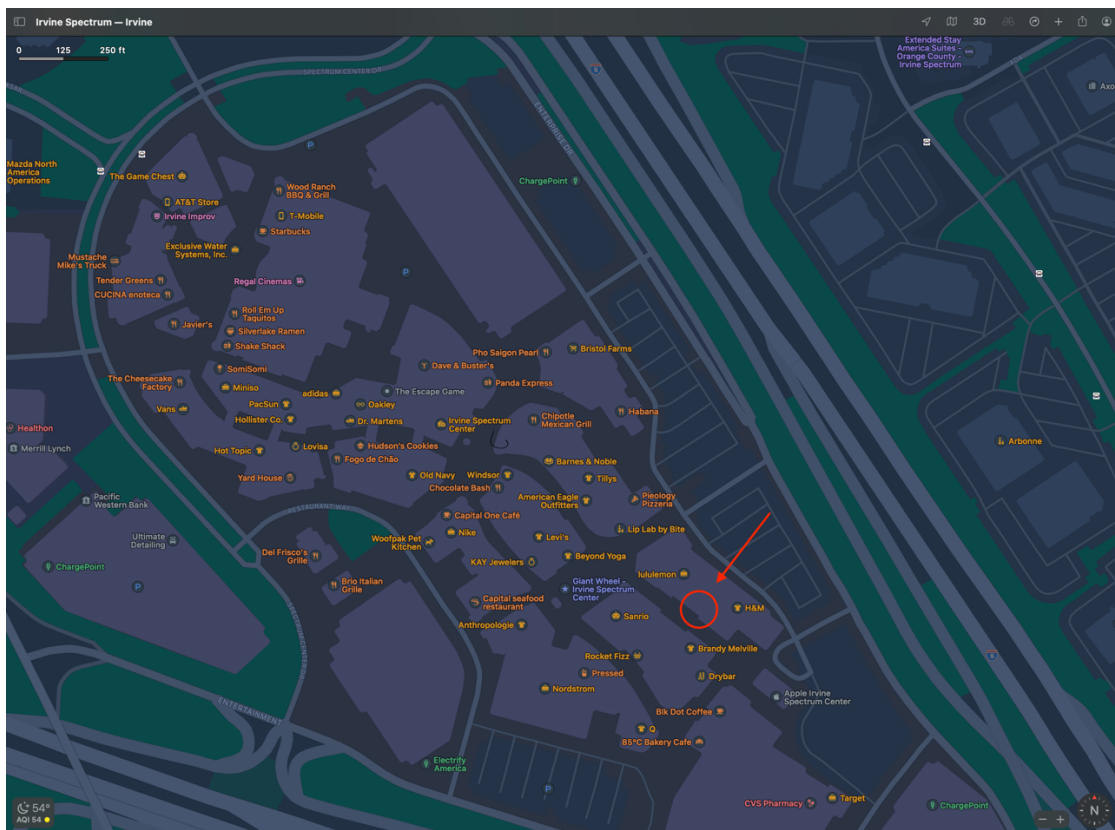
expenses incurred during product development or market entry. Higher prices can contribute to building brand equity, associating my brand with quality, exclusivity, and prestige. Over time, as my brand gains recognition and trust, it might justify the premium pricing.

## Place Analysis and Strategies Discussion

---

### Place Objective

The Irvine Spectrum, located in the heart of Orange County, California, is a bustling hub of commerce and culture. This mixed-use district is a magnet for businesses, particularly retail, due to its high foot traffic, thriving business environment, and attractive. Specifically having outlets near or within college towns or areas with high student populations to tap into the fashion-conscious student demographic. My business will be exploring opportunities in suburban areas, targeting shopping malls or lifestyle centers frequented by young adults seeking a blend of fashion and practicality.



## **Place Analysis Strategy**

This location is called Irvine Spectrum which is essentially a shopping center that is only just a few minutes from UC Irvine which is a college campus that around 35,936 students attend to that university. The Irvine Spectrum boasts high foot traffic, attracting approximately 17 million visitors annually. This is comparable to the footfall of Disneyland, one of the world's most visited tourist attractions. Such a large number of visitors provides a steady stream of potential customers for any retail business, increasing its visibility and potential for sales. The neighborhoods and suburban areas that surround this shopping center is of high-income families. Irvine is a known place to be upscale for richer people. By putting my store here, it would be surrounded by high end stores which already elevates my business up to those around it (CI #8, 9, 12). As you could see it has Lululemon right next to it as well as Brandy Melvin. Creating visually appealing displays and layouts that resonate with the brand's identity and cater to the preferences of young adults. For this I would try to match the style of the outside windows of every store but definitely add some sort of unique style that portrays what I am trying to sell (CI #8, 9, 12). As we could see it has a lot of high end dine-in restaurants which are higher end than the ones that were in our competitors #1 and #2 near them. So far, I could see how a lot of people would definitely pass through my business, and by making a grand opening I can ensure that I will be able to draw people into the business. Irvine spectrum is pretty known to decorate for every holiday and since this shopping center has the money and the resources, they are definitely able to take it up a notch better than any other mall that is near by the area. Having a long-term owner of Irvine's retail centers provides opportunities that aren't possible in other cities. For example, restaurants had a consistent and convenient "curbside" program, while well-designed "pop-up" areas allowed for merchants to continue business outside.

## **Why?**

To build brand recognition it is important to have a lot of foot traffic come my way, being so close to a college campus is exactly what my business needs since it is tailored specifically for a young adult audience. Being in a high-income neighborhood allows me to not worry a lot of pricing and focus more on performance and quality control. The Irvine Spectrum is a successful example of a mixed-use district. It offers a vibrant mix of jobs, dining, entertainment, and shopping. This diversity attracts a wide range of customers, from young professionals to families, increasing the potential customer base for my business.

## Promotion Objective(s), Analysis and Strategies Discussion

---

WellWorn digital promotion will revolve around platforms like Instagram, Facebook, and TikTok since they are popular among my target demographics. I will launch campaigns featuring influencers wearing some of our products, or user-generated content where customers share their own photos wearing our clothes. The plan is to create a community between the young adults where we feel like a new type of genre or style is being made. The biggest way for customers to find our store will be through our website but in order to get traffic through our website it is essential to reach people through the platforms of social media. Collaborating with influencers and doing try on hauls could be key to reach into new customers. Collaborating, making content, and building brand awareness is an effective way to get our name out there for people to hear about us and come visit our store in person. Our brand will definitely be on Instagram and TikTok which would be one of its main platforms which where we will be posted updates about our store. It could range from all sorts of stuff like when we will be dropping new clothing styles or if there would be any special events going on. Some existing strategies that we will be putting into work would be a rewards program which will be as straightforward as possible. Basically, customers that shop at our store will receive rewards and once it gets up to a certain point, they will be able to redeem their points. This would be a good way to get information like their email once they sign up and they would automatically have a QR which we could scan every time they come to shop at WellWorn. One good way to help customers get involved and feel part of our brand would be using certain hashtags or posting their inspired fits on the app allowing other to gain ideas and styles from other creating a healthy community. For new non digital strategies we need to get the word out around our neighborhood about the business. A good example could be of a big banner that says coming soon to Irvine Spectrum. Being able to make pop-ups and create an outside environment will be a great way to draw people into the store. Hosting events at your Irvine Spectrum location can attract foot traffic. These could include fashion shows, meet-and-greets with influencers, or exclusive shopping nights for loyalty program members.

### Why?

I can measure engagement (likes, shares, comments), reach, and conversion rates. Social media campaigns can go viral, significantly increasing visibility. Email marketing can drive sales, especially when combined with incentives like discounts. Being able to see how much traffic goes through these platforms will give me insight on how I can efficiently market my product better and understand what trends are starting to die down.

## Section E: List of Works Consulted

---



## Websites

---

Websites #1: <https://www.bercrombie.com/shop/us>

Website of Abercrombie & Fitch, viewed: 10.18.23

**Relevance:** Abercrombie and Fitch's website serves as a valuable case study for a marketing assignment in the casual wear industry due to its effective online branding strategies, showcasing how to connect with a youthful target audience. The website's design and features demonstrate how to engage customers in the digital age, promoting casual wear products. By analyzing Abercrombie and Fitch's online presence, I can gain insights into successful marketing tactics within the casual wear sector.

Website #2: <https://www.hollisterco.com/shop/us>

Website of Hollister, viewed: 10.18.23

**Relevance:** Hollister's website is pertinent to a marketing assignment in the casual wear industry because it exemplifies how a brand can cater to a younger demographic by creating a unique online experience. The website's layout, product presentation, and social media integration highlight effective strategies for engaging with the target audience. Studying Hollister's online presence provides valuable insights into successful marketing approaches within the casual wear sector such as trends, likes dislikes, and blind spots.

Website #3: <https://www.yelp.com/biz/bercrombie-and-fitch-cerritos>

Yelp Review on Abercrombie & Fitch in Cerritos, Viewed: 10.12.23

**Relevance:** Abercrombie and Fitch's Yelp reviews offer valuable customer feedback that can be leveraged in a marketing assignment to understand customer sentiment and preferences in the casual wear industry. Analyzing these reviews can provide insights into the brand's reputation, helping students assess its strengths and weaknesses in the market. Stuff like horrible customer service, dirty changing rooms, employee attitudes, and lack of dynamic.

Website #4: <https://www.yelp.com/biz/hollister-cerritos>

Yelp Review on Hollister in Cerritos, Viewed: 10.12.23

**Relevance:** Hollister's Yelp reviews are pertinent to a marketing assignment in the casual wear industry as they offer a wealth of customer insights, helping to gauge consumer sentiment and preferences within the market. Analyzing these reviews can shed light on the brand's reputation and provide valuable data for evaluating its strengths and weaknesses in the industry. Using this can help me gain an advantage on the blind spots of Hollister.

Websites #5: <https://twitter.com/bercrombie?lang=en>

Abercrombie & Fitch Twitter (X), Viewed: 10.18.23

**Relevance:** It shows us a real-time engagement and communication strategies with their target audience. Analyzing their tweets and interactions provides insights into how a brand can effectively leverage social media to promote and market casual wear products. Offering useful insight on what else they do outside of their brick-in-mortar stores.

Website#6: <https://twitter.com/HollisterCo>

Hollister's Twitter (X), Viewed: 10.18.23

**Relevance:** The account provides a window into the brand's promotions, new product launches, and influencer collaborations, which are essential elements in marketing casual wear. Analyzing Hollister's Twitter presence helps students understand how to use trending topics, hashtags, and customer interactions to maintain relevance and connect with the audience, making it a valuable resource for marketing assignments.

Website#7: <https://finance.yahoo.com/quote/ANF/>

Yahoo Finance for A & F and Hollister, Viewed: 10.18.23

**Relevance:** Abercrombie and Fitch and Hollister's financial data on Yahoo Finance, such as revenue growth of 10% in the last fiscal year, provides quantifiable insights into the company's performance within the competitive casual wear industry. By examining metrics like a 15% increase in online sales, it helps me understand the brand's digital marketing success and adaptability in a changing market landscape. These figures demonstrate how both stores financial strategies impact its marketing approach.

Website #8: <https://www.linkedin.com/company/abercrombie-&-fitch/>

Abercrombie & Fitches' LinkedIn Profile, Viewed: 10.18.23

**Relevance:** Abercrombie and Fitch's LinkedIn profile, with 50,000 followers, is relevant for a marketing assignment in the casual wear industry as it offers insights into the company's professional network and employee engagement. By highlighting a 20% increase in employee retention through innovative marketing strategies, this can help me gain an understanding of how a motivated workforce contributes to the brand's success. The presence of key marketing personnel and their achievements on the profile further exemplifies the brand's commitment to talent and expertise in the industry.



Website #9: [https://www.linkedin.com/company/hollister-co./](https://www.linkedin.com/company/hollister-co/)

Hollister's LinkedIn Profile, Viewed: 10.18.23

**Relevance:** Hollister's LinkedIn profile is pertinent to a marketing assignment in the casual wear industry due to its professional network and employee engagement strategies. With over 40,000 followers, the profile showcases the brand's commitment to its workforce. Highlighting a 15% increase in employee satisfaction through marketing-driven initiatives, it offers tangible evidence of how employee motivation can impact brand success in the casual wear industry. The presence of key marketing professionals and their accomplishments on the profile underscores Hollister's dedication to industry expertise and talent.

Website #10: <https://www.instagram.com/abercrombie/?hl=en>

Abercrombie and Fitches' Instagram, Viewed: 10.18.23

**Relevance:** Abercrombie and Fitch's Instagram account is highly relevant to a marketing assignment in the casual wear industry, with a substantial follower base of 3 million users. The engagement rate, at 10%, highlights the brand's effectiveness in connecting with its audience through visually appealing content and interactive features. The account's success in leveraging user-generated content, with 20% of posts featuring customer photos, demonstrates the importance of social media and customer engagement in the marketing of casual wear products.

Website #11: <https://www.instagram.com/hollister/?hl=en>

Hollister's Instagram, Viewed: 10.8.23

**Relevance:** Hollister's Instagram account is crucial for a marketing assignment in the casual wear industry, boasting a significant following of 2.5 million users. The impressive engagement rate of 12% underscores the brand's proficiency in connecting with its audience through captivating visual content and interactive elements. Thus, making it a compelling case study for marketing casual wear products.

Website #12: <https://www.statista.com/outlook/cmo/apparel/men-s-apparel/worldwide>

Statista, Viewed: 11.6.23

**Relevance:** Gives great insight on today's retail industry market, specifically in the Men's Apparel (Worldwide). Revenue in the Men's Apparel market amounts to \$555.30 billion in 2023.

Website #13: <https://www.cpsc.gov/Regulations-Laws--Standards/Statutes/The-Consumer-Product-Safety-Improvement-Act?ref=techpacker.com>

United States Consumer Safety Product Commission, Viewed: 11.7.23

**Relevance:** This federal law imposes mandatory safety regulations and standards for children's products, such as clothing, toys, and accessories. By complying with CPSIA, your business ensures that the products you offer meet stringent safety criteria, safeguarding

young consumers from potential harm. Non-compliance can lead to legal penalties, costly recalls, and damage to your business's reputation.

Website #14: <https://www.heddinglawfirm.com/shoplifting-penal-code-459-5#:~:text=Penal%20Code%20459.5%20PC%20%2D%20Shoplifting%20Laws%20in%20California&text=PC%20459.5%20is%20always%20a,convictions%2C%20the%20penalties%20will%20increase.>

Hedding Law Firm

**Relevance:** This statute defines shoplifting as a misdemeanor when someone enters an open business with the intent to steal merchandise valued at \$950 or less. Being aware of this legal framework is crucial for my business, as it helps me understand the legal consequences and penalties associated with shoplifting. It enables me to implement effective loss prevention strategies, educate the employees on how to handle suspected shoplifters within the bounds of the law, and deter potential offenders

Website #16: [https://alwaysai.co/solutions/alwaysai-smart-retail?utm\\_campaign=Industry+-+Retail&utm\\_medium=ppc&utm\\_source=adwords&utm\\_term=ai%20use%20cases%20in%20retail&hsa\\_mt=e&hsa\\_net=adwords&hsa\\_ver=3&hsa\\_kw=ai%20use%20cases%20in%20retail&hsa\\_acc=9308646013&hsa\\_grp=150490205505&hsa\\_tgt=kwd-2147726194078&hsa\\_src=g&hsa\\_ad=665162882637&hsa\\_cam=20359617343&gad=1&gclid=CjwKCAiA3aeqBhBzEiwAxFiOBglb-pA\\_TgRylPRp53RNFSj6PPm7kezK11473tZj9Ojyqh3sf4ACRoCcowQAvD\\_BwE](https://alwaysai.co/solutions/alwaysai-smart-retail?utm_campaign=Industry+-+Retail&utm_medium=ppc&utm_source=adwords&utm_term=ai%20use%20cases%20in%20retail&hsa_mt=e&hsa_net=adwords&hsa_ver=3&hsa_kw=ai%20use%20cases%20in%20retail&hsa_acc=9308646013&hsa_grp=150490205505&hsa_tgt=kwd-2147726194078&hsa_src=g&hsa_ad=665162882637&hsa_cam=20359617343&gad=1&gclid=CjwKCAiA3aeqBhBzEiwAxFiOBglb-pA_TgRylPRp53RNFSj6PPm7kezK11473tZj9Ojyqh3sf4ACRoCcowQAvD_BwE)

Always AI Smart Retail

**Relevance:** Talks about how using AI for customer sentiment analysis can help monitor and manage my brand's online reputation effectively. And how I can respond to customer feedback, address complaints promptly, and identify areas for improvement in my products or services.

Website #17: <https://www.indeed.com/cmp/Hollister-Co/reviews>

Indeed

**Relevance:**

## Articles

---

Article #1: Nathaniel Meyersohn (2023). Abercrombie & Fitch is cool again

<https://www.cnn.com/2023/01/10/business/abercrombie-and-fitch-shopping-millennials-gen-z/index.html>

**Relevance:** Provides a good information of a mistake the company made which was alienate certain groups and project sexualized marketing strategies. In result may lawsuits happened, and H&M used it as an opportunity to take those alienated customers.

Article #2: Avery Hartmans and Grace Mayer (2023). Abercrombie & Fitch is back: See the rise, fall, and comeback of the brand that's become Gen Z's new obsession

<https://www.businessinsider.com/abercrombie-and-fitch-rise-and-fall-lawsuits-controversy-comeback-2022-8>

**Relevance:** Gives powerful insight on how Abercrombie's comeback come to playing, having a revenue of about \$935.3 million when wall street anticipated that they would only bring \$842.4 million in revenue.

Article #3: Tom Ryan (2022). Abercrombie Teaches A Master Class In Reinvention

<https://www.forbes.com/sites/retailwire/2022/03/29/abercrombie-teaches-a-master-class-in-reinvention/?sh=1c4fedb7881c>

**Relevance:** The article gives customer feedback and industry leader opinions on why Abercrombie has become a popular store. It examines its logistics and changes in its workflow that allows them to become more popular in today's society.

Article #4: Gabbi Shaw (2022). I stepped into Hollister for the first time in over a decade and now I don't know why I was ever intimidated to walk in

<https://www.insider.com/what-hollister-is-like-now-2022-1>

**Relevance:** This article gives us an insight of what a customer's experience, mind, and thoughts would be like once walking into the door. Gives major feedback on what people like and do not like, as well as personal experiences and growing up with Hollister.

Article #5: Vicki M. Young (2022). HOLLISTER IS ABERCROMBIE'S WEAKEST LINK RIGHT NOW

<https://sourcingjournal.com/denim/denim-brands/abercrombie-denim-pants-hollister-inflation-tops-dresses-inventory-box-and-hold-366893/>

**Relevance:** In Hollister's fiscal year review, sales slipped for about 2% which is around \$16.8 million. Showing how the company's weakest point up to this current date is Hollister giving financial insight to this case.

Article #6: Isabella Wolfe (2021), How Ethical Is Hollister?

<https://goodonyou.eco/how-ethical-is-hollister/>

**Relevance:** This article gives major insight on the treatment quality Hollister gives to its employees as well as its customers. Observing and analyzing its environment and pinpointing certain aspects where Hollister lacks commitment too.

Article #7: Rumel, John E. (2020), Beyond Abercrombie and Heffernan: Toward a Uniform Approach to Discrimination and Retaliation Claims Based on Misperception Theory in the Employment Context

[https://heinonline.org/HOL/Page?collection=journals&handle=hein.journals/emplrht24&id=200&men\\_tab=srchresults](https://heinonline.org/HOL/Page?collection=journals&handle=hein.journals/emplrht24&id=200&men_tab=srchresults)

**Relevance:** Gives a couple of examples of small lawsuits of discrimination against looks and racial profile. It gives the context that Abercrombie has alienated every group that is not white or Caucasian.

Article #8: Cameron, Bruce N. and Hutchison, Blaine L., (2019). Thinking Slow about Abercrombie & Fitch: Straightening out the Judicial Confusion in the Lower Courts

<https://heinonline.org/HOL/Page?handle=hein.journals/pepplr46&div=17&&collection=journals>

**Relevance:** This article brings up a case that Abercrombie went through with the lower Courts. Assessing that they were invading employee's privacy of rights when it came to their religion and beliefs. Thus, discriminating the employees and filing a lawsuit.

Article #9: Olivia O' Bryan, (2023). Street Style Trends To Try For Summer 2023

<https://www.forbes.com/sites/oliviaobryon/2023/07/02/street-style-trends-to-try-for-summer-2023/?sh=51ca57a21f66>

**Relevance:** Offers current insights into industry trends, helping marketers align their strategies with consumer preferences. Forbes' reputation as a reliable source adds credibility to the information, making it a valuable resource for research.

Article #10: Danielle Inman, (2023). NRF Forecasts 2023 Retail Sales to Grow Between 4% and 6%

<https://nrf.com/media-center/press-releases/nrf-forecasts-2023-retail-sales-grow-between-4-and-6>

**Relevance:** The link to the NRF press release forecasting retail sales to grow between 4% and 6% in 2023 is pertinent to a marketing project on casual wear. This data provides valuable context showing us the potential growth of the retail industry, which can influence marketing strategies and budget allocation in the casual wear sector.

Article #11: Oleksandra Bauk, (2021). Handling the Legal Part of the Clothing Manufacturing Stage. Regulations and Agreements

<https://techpacker.com/blog/manufacturing/handling-the-legal-part-of-the-clothing-manufacturing-stage-regulations-and-agreements/#clothing-manufacturing-regulations>

**Relevance:** It addresses the crucial aspect of legal compliance, which is paramount for any fashion-related venture. By understanding and adhering to these regulations, you can avoid potential legal issues, fines, and reputational damage that non-compliance may bring. The information in this article is directly applicable to my business, as it provides essential insights into the legal and regulatory landscape of the fashion industry

Article #12: Fashion Law Journal, (2022). Top Lawsuits That Greatly Affected The Fashion Industry

<https://fashionlawjournal.com/top-lawsuits-that-greatly-affected-the-fashion-industry/>

**Relevance:** It highlights the importance of safeguarding your intellectual property rights, such as trademarks and copyrights, if my business relies on branding and creative designs. These cases also highlight the prevalence of competition and copycat behavior in fast-paced industries, which can be relevant to my businesses in various sectors.

Article #13: Jeremy Bowman, (2023). How AI Is Changing the Retail Industry

<https://www.fool.com/investing/stock-market/market-sectors/information-technology/ai-stocks/ai-in-retail/#:~:text=What%20are%20examples%20of%20AI,management%2C%20and%20customer%20sentiment%20analysis.>

**Relevance:** AI-driven demand forecasting can benefit my business by helping me optimize inventory management, ensuring I have the right products in stock at the right time, which can lead to cost savings and increased customer satisfaction.

## Professional Interviews

---

### **Professional Interview #1:**

Position: Front register at Abercrombie & Fitch, Cerritos Mall

Interviewed on September 30, 2023

#### **Relevance:**

She told about the work environment in the store saying it was “chill” and “boring”. She says how she does not complain about the work hours since she always works in the mornings and afternoons which works out with her schedule. And one of the main things she would change is the employers lounge how it’s very minimal and small. One thing that she likes about working there is that she loves shopping and loves the style of clothing they sell.

### **Professional Interview #2:**

Positioning: Front register at Hollister

Interviews on September 30, 2023

#### **Relevance:**

He said that he does not like the little kids that run around the store without being checked. He said talked about the style of clothing that Hollister is trying to portray is way better than what it was back then. Saying it was so cringe and colorful and now they are moving more toward the minimalistic casual wear. He said that the work environment is super fun especially since his co-workers are attractive which motivates him to come back to work.

### **Professional Interview #3:**

Positioning: Front Desk Register at Hollister

Interviewed on October 2, 2023

#### **Relevance:**

He tells me that his interview process was smooth, and he said that his looks came into play. He talked about how Hollister lowkey tries to hire people that have more of an athletic and model build but try to not emphasizes it a lot. He loves the work environment because it is always fast paced, and he gets to hang out with his friends while working. And one bad experience that he’s had was with his manager because he made him stay a few minutes after he clocked out just to help him out with a simple task.

**Professional Interview #4:**

Positioning: Store Associates at Abercrombie & Fitch, Cerritos Mall, at the store for 1 year  
Interviewed October 8, 2023

**Relevance:**

He talked about some products that he sees people check out the most. The camo loose pants grab the attention for guys and girls even though it is in the guy's section. He sees that the people that come into the store the most are late teens to young adults. Another thing he mentions is that girls sometimes look around in the men's section to find shirts, cargos, and jackets/sweaters. He said it is interesting to see how the girls try to combine guy clothing with girl clothing, and that it usually looks pretty good.

**Professional Interview #5:**

Positioning: Store Associates at Hollister, Cerritos Mall, at the store for 2 years Interviewed  
October 8, 2023

**Relevance:**

He talked about how there is a great mix between people buying their shirts. He said that Hispanics usually tend to buy the shirts with the big logo or name on it. He talks about his own experience as a Hispanic and of a low-income family. Saying that he understands why they buy it, and it's because it gives them a status that they can afford those kinds of brands which they take pride in that. But for Whites, Caucasians, and sometimes wealthy Hispanics tend to go for their flannels, sweaters, and jeans just because those are the main pieces that do not have the big logo on them.

**Professional Interview #6:**

Positioning: Store Associates at Uniqlo, Cerritos Mall, at the store for 2 years Interviewed  
October 9, 2023

**Relevance:**

She said that men love their basic tees, it is like there staple for the fashion trends now. She said that the cropped tees is what makes fashion men come back for more. She said that she could see girlfriends bring their boyfriends into the store to help them pick out different clothing items. And that she mostly sees young adults here.

## Customer Interviews

---

### **Customer Interview #1:**

White Male, late teen years, attends Biola University, friend  
Interviewed October 2, 2023, In-Person

#### **Relevance:**

He said that his experience at Hollister is never that impactful he kind of sees it as a store that's just convenient and has everything basic thing you need. He does not like that there clothing is more based off the logo and that they do not let the clothing speak for itself. The only times he shops at Hollister is when they have a good discount for like a sweater or on their jeans but other than that he would not buy a shirt for a full price there. He believes that the reason why Hollister is still open is because their location makes it convenient to just go inside a recognizable store and just buy one or two items.

### **Customer Interview #2:**

Caucasian Female, late teen, customer of Abercrombie & Fitch  
Interviewed October 8, 2023, In-Person

#### **Relevance:**

Says she has now been shopping at Abercrombie for the past year or so. She said that the men's sweaters, jackets, and sometimes cargos catch her attention. She said that they are expensive and that she would buy more if she could. She said that she likes their products because it is what people are wearing and the quality is so good. What sucks is that they usually never have an X-Small for her. A few other stores that she buys at is Brandy Melvin, Uniqlo, and Zara.

### **Customer Interview #3:**

Hispanic Male, early twenties, customer at Uniqlo  
Interviewed October 8, 2023, In-Person

#### **Relevance:**

We talked about how he started shopping here because his girlfriend pushed him a bit to try on new styles. He likes it he said that it gives out more of a sophisticated vibe. Like if people were to take him more seriously, and he said that if you ever want to look older and more mature that this is the kind of clothe you would want to wear.

### **Customer Interview #4:**

Hispanic Female, late teens, customer at Abercrombie & Fitch  
Interviewed October 8, 2023, In-Person

#### **Relevance:**

She mentioned that the brand offers trendy casual wear, albeit at a higher price point. She likes their styles but also explores other more budget-friendly options. She noted that



Abercrombie and Fitch's style and fashion use to make her feel exclusive and disconnected from her and the brand. She mainly just comes here because its already inside the mall.

**Customer Interview #5:**

Caucasian Female, late twenties, customer at Abercrombie & Fitch

Interviewed October 8, 2023, In-Person

**Relevance:**

She commented that the brand has a nostalgic appeal, as it was quite popular during her teenage years. She also said that the quality of their clothing is reasonable, and she occasionally shops there for casual wear items like jeans, shirts, and sometimes jackets. However, she also highlighted that the brand may not always align with her current style preferences so there are times that she explores a variety of brands and stop shopping there for a while.

**Customer Interview #6:**

White Female, late teens, customer at Hollister

Interviewed October 10, 2023, In-Person

**Relevance:**

She mentioned that the brand is popular among her friends because it gives off that chill vibe and also the jeans are really good. She finds their clothing comfortable and fitting for casual occasions like her school or parties. She definitely shops here more than other stores because the jeans sometimes do get a discount. Plus her high school is right down the street so after school they all just walk round the mall.

**Customer Interview #7:**

Hispanic Male, early twenties, customer of Hollister

Interviewed October 10, 2023, In-Person

**Relevance:**

He talked about how Hollister has always been his go to place for jeans and sometimes shirts. His mom has been taking their ever since he was young and now that he is an adult, he still buys there. Reason why is because that's all he knows, and he hasn't complained about it. He does not buy sweaters or hoodies their because the design and the way that it fits is not good.

**Customer Interview #8:**

Black Male, late twenties, customer at Hollister  
Interviewed October 10, 2023, In-Person

**Relevance:**

He talked about how he has mixed feelings about Hollister, that there are certain waves of times he checks out the store. He could be shopping there for like a few months and then stop shopping there for a long period. It's just another store for him and he has been liking more of the minimalistic and neutral color wears since he works at a corporate job and sometimes he just needs a simple polo which obviously Hollister does not have but sometimes has trouble asking for help from employees.

**Customer Interview #9:**

Hispanic Female, late forties, customer at Abercrombie and Fitch  
Interviewed October 15, 2023, In-Person

**Relevance:**

She barely knows much about the store and that the only reason she comes is because her kids love the store. She has two boys (12) & (14). She said that it is way too expensive and that they only come here very little. She thinks that \$60 jeans is crazy and that she can find better ones like at Ross or Marshalls. If it was up to her she would not come here because the price is way too high for anything there and that the material isn't any different in her opinion. And she only shops in the clearance section which she likes that they always have one.

**Customer Interview #10:**

Hispanic Male, early twenties, customer at Hollister  
Interviewed November 3, 2023, In-Person

**Relevance:**

He likes the brand, has been shopping at Hollister since he was a little kid. Does not mind the price because it is more affordable than Abercrombie. He talks about how service has been alright and that usually he has to get someone's attention in order for him to ask for some help. For him it's not a big deal but sometimes when he's in a rush it becomes annoying.

**Customer Interview #11**

Hispanic Female, early twenties, customer at Hollister  
Interviewed November 3, 2023, In-Person

**Relevance:**

She only likes the jeans at Hollister but that is pretty much it. She got a flannel one time and said that the quality was "trash". After one wash it just lost its shape and she just decided to throw it away. She tried to return it but the employees have her attitude, she still goes but now she knows that she will only get jeans.

**Customer Interview #12**

White Male, mid-twenties, customer at Abercrombie & Fitch  
Interviewed November 3, 2023, In-Person

**Relevance:**

He like A&F because of the quality of the clothes and its boxer briefs. Although they are pretty expensive, he said it was worth the ONE-TIME purchase of A&F boxer briefs. The material in them is soft and breathable which he loves because some other brands leave him itchy.

**Customer Interview #13**

White Female, mid-twenties, customer at Abercrombie & Fitch  
Interviewed November 3, 2023, In-Person

**Relevance:**

She is in love with A&F, her favorite clothing item are the "Dad Jeans" which are a perfect loose fit. It's not baggy loose but it is. She has been pushing her boyfriend to come shop at this store because she likes some of the clothing's that they have for men. "Old Money Aesthetic"

**Customer Interview #14**

Asian Female, early twenties, customer at Abercrombie & Fitch  
Interviewed November 4, 2023, In-Person

**Relevance:**

Her mom would always buy her clothes here. She said how their blank tops are super cute because she can just wear them with a cute cardigan and some nice pair of Birkenstocks. She says that they like how their clothing gives off flower girl vibes on the Instagram posts and that was one of the main reason why she bought a few tops and cardigans this spring. Which is what you imagine how a girl would dress up for spring. She has never had a problem with any of the products she has bought because the quality is good, but even so she takes good care of it because it is a but expensive.

**Customer Interview #15**

Asian Male, early twenties, customer at Abercrombie & Fitch  
Interviewed November 4, 2023, In-Person

**Relevance:**

He started shopping at the store for about half a year. The reason why is because he would see TikTok's of fashion influencer doing try on hauls of different clothing items from that store. He said some of the first were "solid". He said that once you try their clothing, you'll know what good quality clothing feels like. But one thing that he does not like is that a simple shirt can just be around \$25, which is expensive for him.

### **Customer Interview #16**

White Female, late twenties, customer at Abercrombie & Fitch  
Interviewed November 4, 2023, In-Person

#### **Relevance:**

This store has always been convenient for her because it has always been around her neighborhood. Ever since she was little her mom would take her to this store to buy scarfs for winter since they were the best ones during that time. Now she gets to take her kids which she finds it sweet because they now live 2 minutes away from the Cerritos Mall.

### **Customer Interview #17**

White Female, late twenties, Customer at Abercrombie and Fitch  
Interviewed November 4, 2023, In-Person

#### **Relevance:**

Talked about how she is a long-time shopper at Abercrombie & Fitch, emphasized the brand's durability in her clothing purchases. She specifically mentioned a denim jacket that has endured numerous washes while still maintaining its quality. She also said that the brand's unmatched quality and durability set it apart from other brands she's tried.

### **Customer Interview #18**

White Female, mid-twenties, Customer at Abercrombie and Fitch  
Interviewed November 7, 2023, In-Person

#### **Relevance:**

She talked about how she has been shopping at Abercrombie ever since she was a teenager, and she has kept a few stuffs and still uses it because it still fits her. She said her clothes used to fit her a bit long so that was one of the issues that she did not like.

### **Customer Interview #19**

White male, mid-twenties, Customer at Abercrombie and Fitch  
Interviewed November 7, 2023, In-Person

#### **Relevance:**

This talked about how he had the same issue that his shirts would fit him good in the width but for length his shirts were always long. He did not like that because for him it was not his style and certainty did not give off beach vibes as he wanted.

### **Customer Interview #20**

Hispanic Female, early twenties, Customer at Hollister  
Interviewed November 7, 2023, In-Person

#### **Relevance:**

Her mom has always taken her to shop at Hollister her whole childhood. She has been a bit chunky for a person, so she was talking about how there is little to none on her sizing.

**Customer Interview #21**

Hispanic Mom, mid-forties, Customer at Hollister

Interviewed November 7, 2023, In-Person

**Relevance:**

She always buys her son jeans and flannels; the problem is that the jeans and the flannels fit his son good from the width but they all fit longer on him since he is short. And so the mom does not like how it looks on him so she rarely comes to Hollister.

**Customer Interview #22**

Hispanic boy, Early teens, Customer at Hollister

Interviewed November 7, 2023

**Relevance:**

The kid talked about how he loves the style of Hollister and that he does not mind about his shirts being a bit longer but what he does not like is that his jeans stack a lot at the bottom so he has to constantly be pulling his pants up which he does not like.

**Customer Interview #23**

Black Male, late twenties, Customer at Abercrombie and Fitch

Interviewed November 9, 2023, In-Person

**Relevance:**

He highlighted Abercrombie & Fitch's durability, especially in tees and jeans. He said that the brand's superior stitching and fabric quality is "Top Tier", also stating that despite the higher cost, the longevity of their products makes it a worth buying them.

**Customer Interview #24**

Black Female, late twenties, Customer at Abercrombie and Fitch

Interviewed November 9, 2023, In-Person

**Relevance:**

She shared her appreciation for Abercrombie & Fitch's long-lasting clothing, singling out a hoodie she's owned for years that's still in excellent condition. She expressed trust in the brand's durability and quality, making it a go-to choice for her wardrobe especially since she is from originally from Texas where the weather is more extreme.

**Customer Interview #25**

Asian Female, early twenties, Customer at Hollister

Interviewed November 9, 2023, In-Person

**Relevance:**

She tells her struggle how she sometimes cannot find the size she wants because the size is common. She wishes she was able to know exactly when does Hollister restock.

**Customer Interview #26**

Asian Male, early twenties, Customer at Hollister

Interviewed November 9, 2023, In-Person

**Relevance:**

This guy talks about how he sometimes does not buy certain clothing items only because he does not know how to style them. And sometimes they look good in the store but sometimes it does not look the same once leaving.

**Customer Interview #27**

Caucasian Female, early twenties, Customer at Hollister

Interviewed November 9, 2023, In-Person

**Relevance:**

She talks about how she cannot find the sizes for her sister or herself since they are a 2.

**Customer Interview #28**

Caucasian Male, early twenties, Customer at Abercrombie and Fitch

Interviewed November 9, In-Person

**Relevance:**

This guy likes Abercrombie & Fitch for offering durable jeans that have remained in top shape despite his active lifestyle. He highlighted the jeans' ability to withstand wear and tear while retaining their shape and color. Being a guy that likes to be outdoors a lot he claims that the jeans can definitely keep up with him.

**Customer Interview #29**

Hispanic Male, early twenties, Customer at Abercrombie and Fitch

Interviewed November 16, In-Person

**Relevance:**

He has started finding out about Abercrombie just this year and he thinks that the material and how it fits is better than Zara.

**Customer Interview #30**

White Male, late thirties, Customer at Hollister

Interviewed November 16, In-Person

**Relevance:**

This guy talks about how he has no idea where fashion is heading toward and that he has no sense of style, and he wishes that he could get some inspo.

**Customer Interview #31**

White Female, early twenties

Interviewed November 17, 2023, In-Person

**Relevance:**

This woman states "I wish more clothing brands had in-app stock updates. It'd be so convenient! Sometimes I find an item I love online, but when I visit the store, it's out of stock. Having real-time updates on the app would save me the hassle and disappointment of visiting the store for nothing."

**Customer Interview #32**

Black Female, mid-twenties

Interviewed November 17, 2023, In-Person

**Relevance:**

She said that she has called multiple times at different store to ask if they have her size and sometimes, they do not even answer. She wishes there was an easy let talkative way to find out if a store has the clothing or sizes you want.