

FASHION RETAILING

Subject Name:

Student Name:

Student Id:

Professor Name:

Assignment Name:

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Introduction

Retailing comprises large and essential part of UK economy. The intricacy of business related to fashion retailing is growing drastically due competition among numerous fashion retailers due to increased the number of customers. UK retailing has adjusted to the changing needs and buying habits of the consumers. They have already established themselves as one of the most competitive retail marketplace in the global market (Diamond and Diamond, 2013, p.69). UK retailers have emerged as stronger from global economic crisis of 2008. In the study, a junior journalist analyses the retail industry of UK. The study analyses the target market and the retail policies of the fashion retailer and the impact of the target market the impact of fashion trends and the ways retailer develop their image and product range for satisfying the target market. It focuses on ways by which fashion retailers different caters to the needs of niche and mass market. The two different fashion retailers of UK that are taken into account are Primark and Jigsaw. Primark is a major clothing retail group that operates in UK and Ireland. It contributes to the contemporary fast fashion trends. Jigsaw is a luxury fashion retailer. They do not compromise on quality.

Task 1: Target Market Characteristics and Retail Service Policies

P1 Characteristics of the target markets of Primark and Jigsaw

Primark and Jigsaw are two clothing retailers of UK. Both cater to different target market. Target market is a group of consumer for which the product or service aimed for. The characteristic of people who shop at high-end fashion retailer such as Jigsaw would have an increased amount than that of Primark. A single product such as a belt may cost £500 in Jigsaw whereas the same product may cost £2-5. Thus, the characteristics of target market of Jigsaw include wealth customers. On contrary, the characteristics of target market of Primark would be low-income customers.

The retail outlet of Jigsaw is Swindon Designer Outlet and Cheshire Oaks Designer Outlet. Jigsaw has started its own online shopping site Elle UK, that will maximise their sales (Elleuk.com, 2016). The use of multiple colours in the website denotes that they provide products for both men and women. The appearance of the website is to both girls and boys belonging to the age group of 18-45 years. On the other hand, Primark mainly sell its products through their internet store and clothing stores. It offers internet shopping under Amazon (Amazon.co.uk, 2016). Primark has introduced television sale of their electronic

products especially another characteristic of target market of Primark is fashion consciousness and high quality product. The values of luxury customers represent a second hand constructs. The characteristic of target market of Primark are slightly similar. The designs of Primark represent high fashion brands and designer however the cost is kept low. Cheap price suits one of the characteristic of target market of Primark.

A major characteristic of target market of Jigsaw is materialistic as the outfit of Jigsaw includes clothing, footwear, accessories of both men and women that ranges from £3000 for men, £4000 for woman and up to £300 for girls. In total, it ranges £7000 for a family of 3 persons (Jigsaw-online.com, 2016). This proves that the customers of Jigsaw are more conscious about brand and quality of the product rather than the cost. On the contrary, Primark does not include any major brand as such. The brand name under which Primark sells their clothing is Cedar Wood State. Thus, the characteristic of target market of Primark is cost effective.

By following the STP model, the target market of Jigsaw can be mainly segmented by gender, as the target audience of the company is women within the age group of 18-45. Jigsaw provides clothing, footwear and accessories for both men and women; however, their main targeted customers are women. However, the target market of Primark focuses on both men and women (*Refer to Appendix*).

The characteristics of target market mainly depend on the cultures and the taste and preferences of the customers. This shows the inclination of the buying behaviour, which helps the company to select alternative rules for developing the promotion of the brand, which might suit the kids and the old age (Amatulli *et al.* 2016, p. 244).

P2 Retail service policies adopted by Primark and Jigsaw

The products of Primark are cost effective and targeted to low-income customer. However, Jigsaw is a luxury brand that caters to the need of customers that are high-ended fashion sensitive. The customers of Jigsaw are more concern about the brand and quality of the product.

The opening hours of Primark stores are Monday to Saturday from 8:00 to 20:00 and on Sunday 11:00am to 17:00pm. Primark maintains continuous opening hours in all their retail shops as the major group of customer are bargain customers. The economical influence of the buyers affect the opening hours. For Jigsaw the opening hours are Monday to Wednesday and Saturday from 10.30am to 6.30pm; Thursday and Friday from 10.30am to 7pm and Sunday from 12noon to 6pm. Jigsaw maintain different opening hours in different outlet because of

the geographical location of the outlets. It gives the company an idea that in different outlets different type of customers pay visits to. Thus for an outlet in a commercial area, the opening hours have parity with the time of the office places.

Visual merchandising helps to reduce employee mix and per square feet return. This help in reducing the marketing budget. Hence, it helps in maximising the sales.

According to a report, customers are focusing less on price-quality continuum and more focus on the perceived value. Thus, Primark has readily focused on the areas of product range, merchandise mix, visual merchandising, price point and quality to grow and expand their stores. They have almost 300 stores in different locations.



Figure 1: Visual Merchandise of Primark

(Source: Primark.com, 2016)

To satisfy the needs of their customers Jigsaw has developed their website that is simple and can be easily accessible. It is easy and quick to navigate around different menus that are categorised under different segments such as New, women, shoes, men, girls, home, feature, blog and sales. Thus, the company cater the need of the customer by providing them with a website that can be easily accessible. It helps the customers to choose as per their need. The online marketing policy of Jigsaw helped the company to provide enhanced the quality of customer service. Primark has a website that is a bit difficult to understand because the segments are not clearly distinguishable. The segments are features, product, primitive, stores and our ethics. They do not have improved online marketing strategies, as they believe that

their customers visit their stores and buy their products. They have over 300 stores all round UK (Primark.com, 2016).

Jigsaw promotes them effectively through different promotional and advertising campaigns. To increase their brand awareness, they focus on strengthening their relationship with other retailers. For attracting women, the key message given by Jigsaw is they provide timeless and independent-minded designs. They do not compromise on the quality of their products. They set a premium price of products so that they could maintain and promote their brand value. They maintain effective communication with their customer by using different media sources. The media sources include online promotion, trade shows, public relation and print media advertisement. Primark has effectively promoted it. They have supported their retail service policies on the pricing strategy. The strategy has been designed that made the market unattractive for other competitors (Harris and Rae, 2010, p. 11).



Figure 2: Visual Merchandise of Jigsaw

(Source: Jigsaw-online.com, 2016)

M1 Impact of target market features on the policies of Primark and Jigsaw

Primark focuses their pricing policies that provide good quality product at a minimal cost. They are focused on the pricing strategy rather than the brand name. In contrary, the target market of Jigsaw is mainly constituted with women belonging to the age group of 18-45. The

women of this age group are more inclined towards fashion as they are more conscious. Hence a key message given by Jigsaw is that the company offers clothes that are classy and fashionable at a high cost (Fashion-era.com, 2014).

D1 Analysing the target market of Primark and the way it adopted its policies

Primark cater the needs of middle class and lower middle class people. The target market of Primark involves high-end fashion clothing at cheaper rates. They have adopted excellent pricing strategies. It is considered high street chain-retailing powerhouse in UK (Dailymail.co.uk, 2016). Recently they have focused in improving quality and fashion statement of their clothes. They have recently focused on their online marketing policies that will help them to increase their sales.

Task 2: Fashion Trends

P3 Appearance of different fashion trends and the factors that influence the fashion trend

Fashion is a booming topic in today's world. Nowadays, fashion is not only a topic of discussion for the girls, because today's men are also very active and concern about fashion and about the latest trends of fashion. Women and Men fashion is changing every day, gradually and drastically. Some fashion remains as a cult fashion that never fades and reoccurs in regular interval. However, it has been seen that many fashion trends changed and faded. According to time or era, country, season, and culture fashion trend changes. Famous and influential fashion designers are constantly altering and shaping the business trends globally.

It has been observed that fashion trends are largely season based like summer trend, monsoon trends, winter trend and spring trend. However, it is also important to understand that not only seasons but ethnicity and culture of a country is also a major factor to develop a fashion trend. Not only this, but, many fashion trend also developed based on some specific themes. Fashion trends are largely dependent on colour scheme and colour palate of a fashion trend is very much related with current season as summer fashion trends mostly follows light pastel colours shades, winter trends tend to follow dark deep colours.

Celebrities can influence the fashion trends like no other. Celebrity's works as a direct catalyst to incorporate any fashion trend amongst the masses. Almost all men and women

follow some celebrities and their values, likings and fashion influences the fashion of their followers. The over the top junk jewellery, never seen before hairstyles, and funky outfits are mostly came from rock stars of UK and USA. The funky leather jackets were the trademarks of the old rock stars that are very in things in today's fashion also. The celebrity culture in fashion world has structured the fashion industry in a great way. The entire big ramp shown globally follows this celebrity culture thus tend to hire big celebrities as the showstopper of the ramp shows. Many movies played very important role in establishing a specific fashion trend. The fashion of any movie tend to follow a specific theme, they do not follow any season specifically. So, the audience of those movies tend to follow that fashion according to those them and implement them in the real life.

With advancements of technology and with the penetration of technology in every field, fashion is also hugely affected with technology. Dresses and accessories are being made according to match many gadgets. 3D printing on clothes has changed the face of fashion. The structure and designs of junk jewellery is changing with the advancements of technology. Even the fashion gears are discovering a new era with smart watches, smart glasses and smart shoes. Comfort factor and cost factor is two other major factor that influences fashion. There are a large portion of people, who does not prefer much decked up as to them comfort is the top priority. So, to them season, celebrity, theme does not matter, all that matters to them is the comfort factor of their fashion and as long as they are comfortable, they feel fashionable. One of the most essential elements that has huge impact on the trends of the fashion is the costing of the fashion. Price or costing is directly proportionate with the success of a fashion trend. It does not matter how much the fashion trend is likable or not. If that fashion is cost effective then it will become very popular.

Specific trends like Panama hat for men and ugg shoes for women are very in fashion trend even in 2016. In 2011, Haram pants were creating a fashion wave which is very relevant even in 2016. The animal prints were making a buzz in 2010, and in today's technological advancement and with the help of 3D printing animal printing are coming back in fashion. However, not only artificial animal printing but also actual and real animal prohibiting has been increased largely in 2016.

P4 Impact of two different fashion trends on retail services

The most important two fashion trends are summer trend and winter trend. It has been observed that the fashion of Panama hats and ugg shoes have returned in 2016. Panama hat is a

major attraction in summer fashion trends, whereas ugg shoes for women are in things in winter wear. Both these fashion trends have strong impact on the retailing business service of Primark and Jigsaw. The contemporary social factors have deep impact on the summer fashion trends in 2016 and Primark has incorporated that trend in not only their fashion gear and accessories, but also in their dresses and merchandise. Primark also manufactures herbal cosmetics and as summer is a season to have much oil, dirt, acne and pimple so the skin care range is also focusing on those skin problems. Retailers like Primark and Jigsaw should concentrate more on the need of the consumers according to the current fashion trend and summer need. Following celebrity is a trend for developing fashion trend and in order to capture the business according to that Primark has taken a celebrity as their brand ambassador in order to launch their new range of merchandise and cosmetics. Considering the latest market trend, Primark and Jigsaw should concentrate more on the market penetration in order to capture the fashion market.



Figure 3: Panama Hat

(Source: Fashion-era.com, 2014)

According to the fashion trend of winter, the ugg shoes are an in-thing in fashion for women. Not only these shoes but leather jackets, pullovers and khadi fabrics are returning in fashion. Jigsaw has been following the market trend from a very long time and for the fashion trends of winter season Jigsaw has come up with a new range of winter wear and winter shoes matching with the consumer needs and their taste.



Figure 4: Uggs

(Source: Fashion-era.com, 2014)

M2 Comparison of two different fashion trends by means of their impact on retail services

In this writing the main two fashion trends that have been discussed are the summer fashion trends linking with panama hats of men and winter fashion trends linking with uggs of women. The impact of these two fashion trends are dependent on many things such as choice and likings of customers, the difference in generation, various differences in demographics factors like age and sex creates direct impact on the retailing business services. Primark and Jigsaw should consider the likings of the consumers in a different perspective and they need to judge the different fashion trend in such a way that can help in the growth of their business.

Task 3: Image of a Retailer in Mass and Niche Markets

P5 Image of Primark and the way it meets the needs of its target market

The image of a fashion retailer is important for meeting the needs of their target market. From the logo of the company to promotion strategies of the company, all contributes to the image of the company. Primark is a fashion retailer that offer high street quality product at reduced cost. It has become a smart choice for middle class mother and career minded women (Dailymail.co.uk, 2016). The corporate image reflects fashionability of the products offered by Primark. The types of outlets that Primark operates are online stores and stores offering clothes and accessories. Thus the image of Primark enhances of increasing the number of outlets thus attracting more number of customers. They do not spend money on advertising. They prefer to expand and open new stores all the world to inform people. (Primark.com, 2016). The visual merchandised provided by Primark are the clothes are arranged in a manner that customers can easily accessed and located. They use tables for displaying their products,. The outside of the stores and visual merchandised are updated regularly with mannequins for display of the products, the best collection of the store are being displayed so as to attract the customers. This displaying of product changes according to season where the fashion trend changes. The store layout of Primark has simple and structural layout with ground floor of the stores offering products for women. This is because the main target market is women. The sections are divided that are categorised according to helps customers find product easily. The first floor offered men's wear, underwear, nightwear and shoes. In addition, the second floor offered kids wear and home decor which is considered to be least demanding. Thus, the overall layout has been designed according to the target market. Recently, Primark has interlinked with Selfridge. Selfridge offer high quality premium products of designer brands. The partner helped in increasing the brand image of Primark and their sales. Primark provide greater age product products ranging from mother to children. The atmosphere of Primark is with brickwork that is exposed, dynamic window display, video walls and vibrant in nature (Telegraph.co.uk, 2016). The dresses of the staffs are always clean and tidy and it reflects the fashion trend of the season so the customer are able to relate to the fashion trend. The refund and exchange policy of Primark is displayed at the Customer Service Desk. The policy say that the product needs to be returned within 28 days of purchase. This gives the customers time for returning the product and satisfying their needs. The products offered by Primark are under the brand name of Cedar Wood State. They offer durable, low quality products. The frequency of change in style is according to the season that is summer, winter and autumn.

P6 Three differences between fashion retailers catering respectively in a mass market and a niche market

Mass market is a market that offer products on large scale. On the other hand, niche market is a subset of market that focuses on a specific product (Buttolph *et al.* 1998, p. 52). The difference between niche fashion retailer such as Jigsaw and mass market retailer such as Primark is far reaching. Jigsaw takes pride in their exclusive products that are targeted to wealthy group and high end shopping centres, that contributes to the overall brand name of Jigsaw. Thus they provide luxurious products. In contrary to this, Primark is practically a discount store that offers products at a low cost. Primark takes pride in its low profit high sales business strategy that created mass market retailer. The report says that there is 5% increase in sales in the past few months. It is considered to be the one of the biggest fashion retailing company of UK. It has started spreading all over Europe and US as well (Drapersonline.com, 2002).

On the other hand, Jigsaw is widely accessible in Britain, United States and Australia. They have few stores that add to the exclusivity of the brand name. The stores of Primark are flooding in the market. Thus, people of Europe and US encounter Primark shop in shopping zones and major cities.

The designer label under which Primark operates is Cedar Wood State. On the other hand, the designer name under which Jigsaw operate is Nigel, Coates, John Pawson and AMD.

M3 Analysis of the ways by which Primark has developed an image that is compatible with its target market and product range

Primark is considered one of the best fashion retailers in the UK. They have created an image of affordable product that focuses on low-income groups (Franklin, 2002, p. 85). The price range of their products ranges from £5 to around £2500. The retail image of Primark and product range links them together as the target market of Primark is middle class and low middle-class people. They are able to change the product seasonal however the changes was not as remarkable as the people expected.

D2 The effect of image on the success of Primark

Primark has created a brand image of providing product at affordable price. The cheap image had a negative effect on Primark. They are able to offer affordable product however, the products were not trendy, fashionable and up-to-date. The people of middle class and lower middle class are cost sensitive people however they are fashion conscious and expect to wear

fashion and trendy attire. As a result the image hinder their success and sales. Thus the retail image suffered (Jones *et al.* 2009, p. 930)

Conclusion

To conclude, this assignment had addressed issues of target market and the policies of two fashion retailers, Primark and Jigsaw, the fashion trends of these retailing companies and image of retailer that has affected due to niche and mass marketing. The characteristics of the target market are key factors that determine the policies and strategies adopted by the retailers. The fashion trend also affects the buying behaviour of customers. Finally, the type of market determines the effect on the retail image of a company. However, few gaps that have been identified affect the brand image of Primark that needs to be addressed for improving the image and profit.

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SAMPLE

Appendix



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