

### **Assignment 1: Target Market**

J Crew is a fashion clothing retail store that has a certain target market that they target and this target market is young adults and older in their 20's,30's, 40's,50's and plus. If they have a wide age range for their consumers, I believe they target people with an income level of at least an annual household of 50,000 and above. I believe their consumers are people that have a marital status and or that are single and independent. I know J crews look is of elegance and preppy attire, so they target those consumer traits, they target people that have a fashion-savvy style as well. J crew targets people that have one distinctive look and style in my opinion because they don't have diversity in styles of clothing, they very much all look similar. I can tell they are trying to be broader in this category and expand because they broadened their line by releasing more outerwear and sleepwear besides the working preppy clothes they're known for.

Assuming that I am a denim retailer and have a variety of washed colored denim with superior quality jackets and jeans, I would use J crews' strategy of their distinctive style of jeans instead of having one. It is important to have a diverse variety in clothing especially since it is a staple piece of clothing and everyone has their own style. Furthermore, including skinny, curvy, straight, boyfriend, wide leg, and flare styles. I would cater to tall and short people by also having form-fitting lean leg descriptions on the website, this way customers can see the leg lengths they are most suitable for. Why chooses this strategy? Because people like having a range of options and I would want my customers to feel appreciated and equal, delighted customers equal loyal customers.

Market strategies I would use are promoting products on social media, now that Instagram has a store feature that people can shop on. For example, tagging a shirt with the Instagram feature shopping button and listing the price so when people click it, the item descriptions are there for them. I would also apply friends and family blog posts that they do as well by having people swipe up on Instagram stories with appealing pictures of the items, models wearing it, or even friends and family photoshoots to portray my clothing to have that lifestyle. The blogs can be a market strategy for customers to also shop the clothing as well. Writing certain lifestyle blogs that my target market fits is perfect to keep customers and potential customers engaged and involved in our social media platforms.