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CONTEMPORARY DESIGNERS AND LUXURY MARKETS

Term Project Assignment 1: Company and Brand Overview

Choose a fashion brand of your choice and began conducting research about the company's history.

1. Marketing Plan for Uniqlo Spring/Summer 2021 collection.

Based upon SWOT Analysis:

2. What are two major strengths for the brand?

- 1. Innovations:** Uniqlo is known for its innovative clothing such as HeatTech fabric which turns moisture into heat this making the wearer feel warm in chilly winters. Airism is stretched fabric known to absorb sweat and keep the wearer dry and cool in hot summer days. They also have BlockTech which is a fabric that blocks the wind and rain from hitting the wearer's body.
- 2. Standards:** Even though Uniqlo sells all over the world, the company is very strict on maintaining its home country - Japan's culture. The company expects its employees to follow the Japanese ideals of culture valuing hard work, collaborative work and the ability of meeting goals in a specific time. Referring to a customer as a "customer" is not permissible the company refers to its customers as "guests" as that is the hospitality of a Japanese company. Sense of urgency is a big pillar for employees at Uniqlo. Employees show the Japanese culture by wearing a Uniqlo logo kimono to greet guests in the store as well as maintain the samurai position of peace when helping guests. (As normally samurais use their right hand to take out their sword, so locking the right hand by the left hand while standing is a symbol of peace in Japanese culture). In Japan, stores are neat and tidy all day long as if all the stocks were filled a few minutes ago, so the company is very strict on those standards. Even in the United States, it is very highly unlikely that you will see a Uniqlo store with merchandise unfolded or all over the place.

Hence, it is the brand's innovations and these strict standards that have made the brand so popular all over the world.

3. What are two major weaknesses for the brand?

- 1. Online Presence:** In 2018 the brand launched its mobile app which I think is too late for launching an app as other companies have done it long before. Moreover, I have personally used its mobile app and it's not very great as it lags a lot, I have tried on other new phones as well but it still lags so they need to fix the application. Other than that they do not give any deals on purchasing from the app which is not appealing as there are many brands of their category that offer coupons on their mobile apps to encourage customers to buy more to use their coupons. These are the reasons why Uniqlo suffers a lot in maintaining its online presence as compared to other competing brands, the company's share in e-commerce is only 4% of its business. In this pandemic, it might

have gone up as most shoppers had no option but to shop online, but still, this is a major weakness for the company.

2. **Low Brand Awareness in Foreign Countries:** Uniqlo is so popular in Japan that you can find a Uniqlo store as frequently as you find a Starbucks here in the United States. But in the western countries Uniqlo is struggling to build its name as most people don't even know that this brand exists. While the brand's competitors Zara and GAP have a very strong brand awareness all over the world.

4. What are some opportunities within the market for your brand to explore? Think about how competitors of your brand are progressing and seeing success. Are there any areas of opportunity for your brand?

1. **Expand in New Segments:** Uniqlo sells clothing "made for all" as that is the tagline of the brand. The brand has men's women's and kid's departments. Many people still don't know that Uniqlo sells kids' clothing as well so the brand can expand on that as well as its special maternity line that most people are not aware of yet. GAP is excelling at this as it does a lot of promotions for its Gap Kids and Baby GAP stores as they always include a whole family in their advertising which is why they are ahead of the game.
2. **Celebrity Endorsements:** With a 10-year partnership with Roger Federer Uniqlo is gaining a lot of exposure in the US and in other western countries. Many people don't watch sports so if they do celebrity endorsements as GAP Kids did with Ellen DeGeneres who is a very influential woman to many women and mothers. So if Uniqlo can have a celebrity endorsement like that other than sports players, the brand can get a lot of exposure and will expand faster than ever!

5. What are some weaknesses of your brand? These weaknesses should be answered with positive marketing initiatives to improve business.

As I mentioned in the answer to question #3, the **two major weaknesses of the brand is maintaining its online presence and its low brand awareness in foreign countries**. They can be fixed by undertaking these marketing initiatives:

To boost its online presence the company needs to:

1. Fix its application's problems so that its users have a better online shopping experience.
2. Give out coupons frequently to use only on the Uniqlo app NOT in-store as the store already does weekly sales promotion on its new arrivals in its physical locations.
3. Start a reward point system like many brands give points in each dollar spent on online shopping, this motivates the people to come back to use their accumulated points. As time passes it makes the customer a loyal returning customer.
4. Free standard shipping should be given for the first six months of downloading the Uniqlo mobile application.

Brainstorm Marketing Ideas:

Keeping the company mission statement in mind; utilize the completed SWOT analysis to creatively strategize marketing opportunities for Spring/Summer 2021.

1. CHAPTER 4: Determine two brand partnerships that will positively impact the business objective for your brand. These partnerships will become two marketing initiatives that will be incorporated within the marketing plan.

2. Measure metrics for each brand partnership. Include the following insights that are applicable:

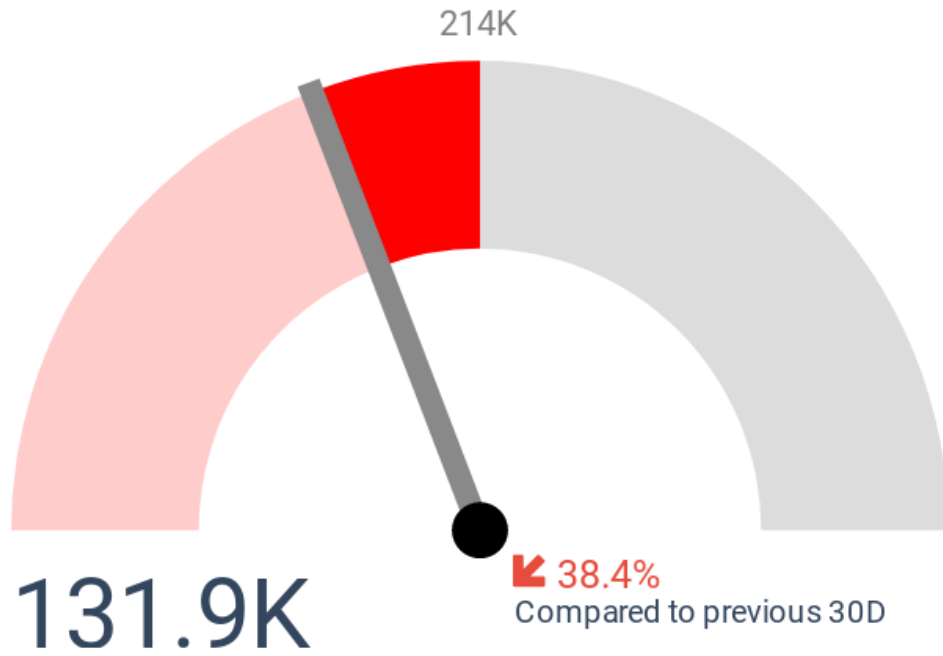
Uniqlo has a long-running partnership with Disney for its U-Tees, JW Anderson for its men's and women's lines, and Roger Federer for its men's line.

Social media handle(s) of Uniqlo with follower count :

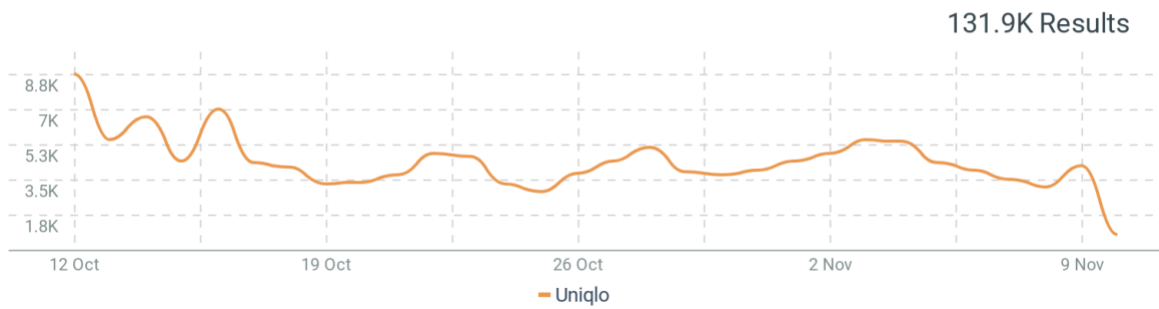
- Instagram @uniqlo = 2.3 million followers, @uniqlousa = 351k followers
- Facebook: Uniqlo USA = 929,543 followers
- Twitter: @UniqloUSA = 88.8 k followers

Uniqlo performances per dimension

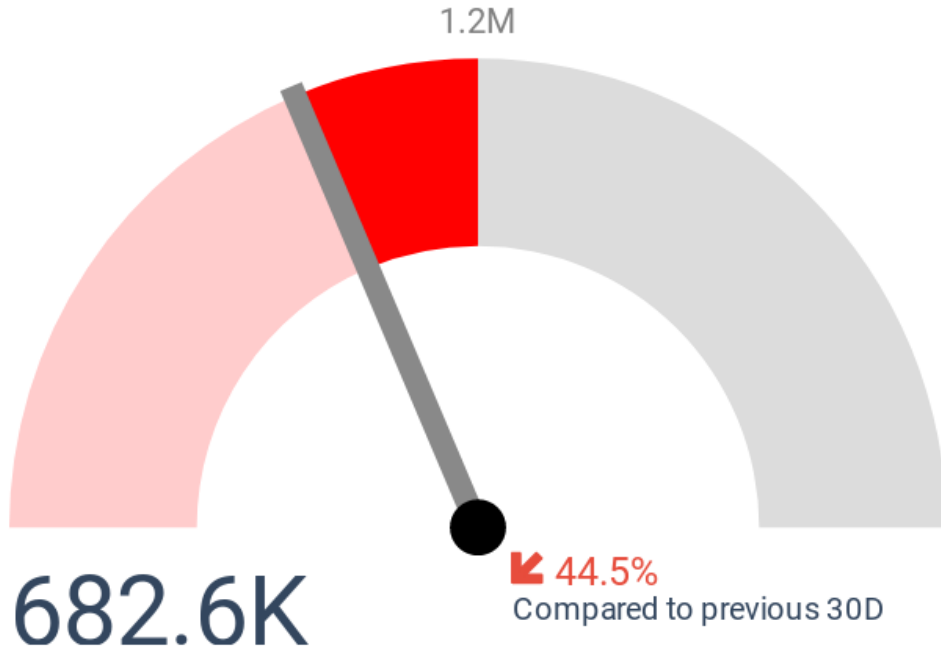
RETAILERS - MENTIONS



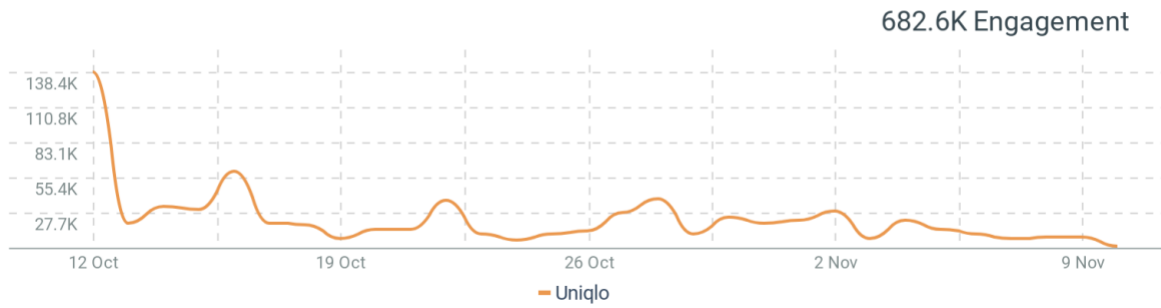
RETAILERS - MENTIONS OVER TIME



RETAILERS - ENGAGEMENT



RETAILERS - ENGAGEMENT OVER TIME

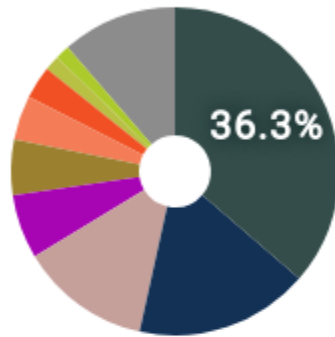


RETAILERS - SHARE OF MEDIA TYPES



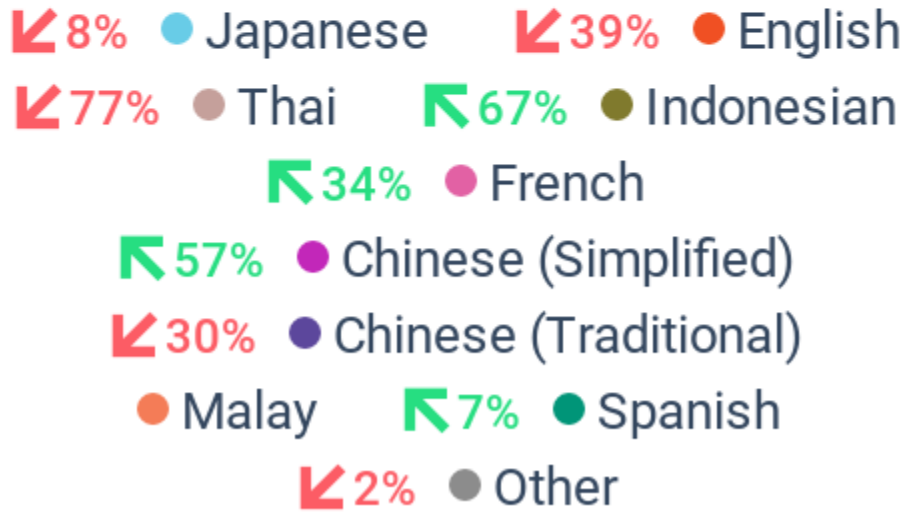
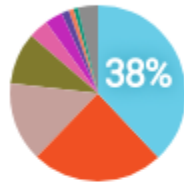
- ↘ 45% ● Twitter
- ↖ 31% ● Online News
- ↘ 3% ● Forums ↘ 4% ● Blogs
- ↘ 21% ● YouTube
- ↖ 43% ● Newspaper
- ↘ 6% ● Magazine
- ↘ 29% ● External
- ↖ 11% ● News Agency
- ↖ 29% ● Other

RETAILERS - SHARE OF COUNTRIES

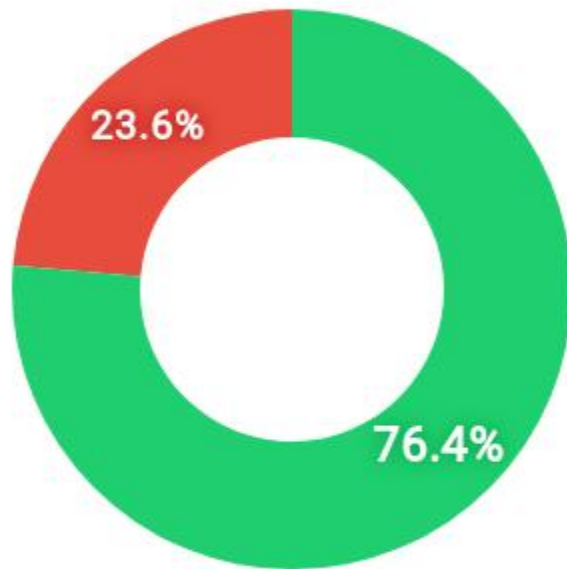


8% ● Japan 29% ● United States
81% ● Thailand 80% ● Malaysia
4% ● Indonesia 90% ● China
34% ● France 10% ● United Kingdom
10% ● Colombia 13% ● Other

RETAILERS - SHARE OF LANGUAGES



RETAILERS - SHARE OF SENTIMENT



↙ 42% ● Positive
↙ 64% ● Negative