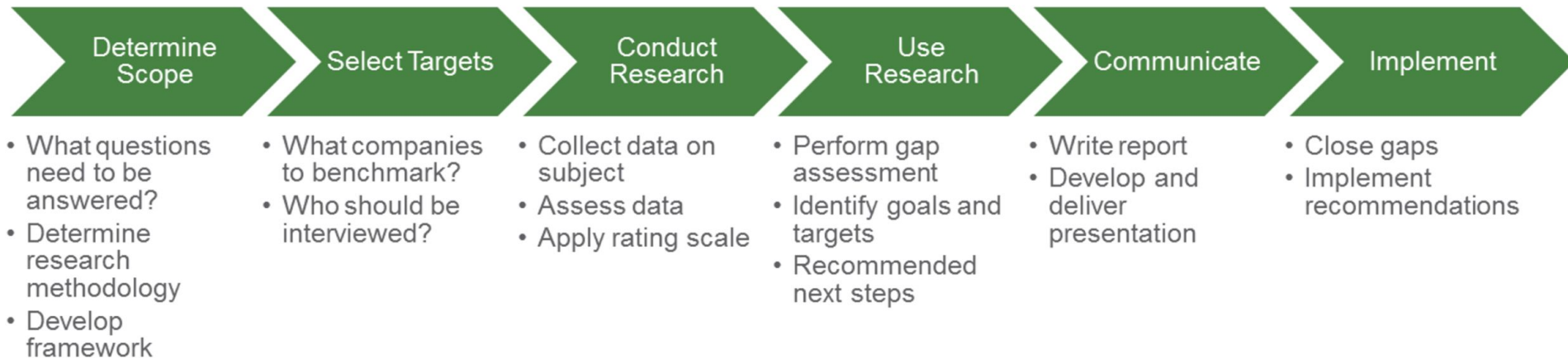


Benchmarking: *clothing retailers*

Arnaldo Bernardo

What is benchmarking?

- The idea behind benchmarking is to try to learn and incorporate something new looking at the competition on the market
- Benchmarking can also be expressed as a process that follows a series of different steps:



Research: *Parameters of research*

Before to explain the findings it is first of all important to understand what are the parameters of research and the tools that are going to be used

- Perception analysis
- The 4 P's
- Mission and vision statements

Select the Targets

- For this benchmarking activity i am going to select three companies in the same sector and subsector that can be properly compared
- The sector under analysis is the clothing sector
- The companies under analysis are : Primark, H&M and Bershka.



Primark

- **Product:** In terms of product offer Primark is really complete, it offers a big range of alternative for customers, clothes, shoes, jewellery etc. The try to make products visually attractive and stimulate the impulse of the customer to buy not focusing too much on the quality.
- **Place:** Primark is mostly known for the success of its massive high street shops that are packed with all sorts of staff. Most of the shops are located in Great Britain, however, the brand is planning new openings soon in some European countries. It is also offering an online shop service.
- **Promotion:** Primark promotes its brand in a number of different ways. The use commercials on TV, billboards, Online etc. Moreover, they offer services as gift card and loyalty card to keep their customers.
- **Price:** Price for Primark known to be the main strength, the advertise themselves as the brand with the higher correlation price quality, having the cheapest prices on the market.

- **Vision and Mission:** “To supply quality clothing at prices perceived to offer real value”.

The Primark logo is displayed within a light blue rectangular box. The word "PRIMARK" is written in a large, white, sans-serif, all-caps font. A small registered trademark symbol (®) is located to the upper right of the letter "K".

PRIMARK®

H&M

- **Product:** H&M offers fashion clothing for both man and woman. Moreover in the recent years it expanded its range of products going in to make-up, shoes and accessories.
- **Place:** H&M is well known to be the fashion clothing retailer with the highest number of shops around the globe. Its online store is also really well structured and does its part in the generating revenues
- **Promotion:** H&M promotes its brand in numerous ways. The most attractive are the seasonal campaigns where H&M employs famous international stars to advertise its products. This campaign are advertised on media, billboards and online. They also adopt the use of loyalty cards and gift cards.
- **Price:** H&M has as one of its main strength the cheap price in relation with the stylish clothing that offers.

- **Vision and Mission:** “We believe in a better fashion future – one that makes fair and sustainable fashion affordable and desirable for all”.



Bershka

- **Product:** Bershka is offering all type of fashion clothing both for man and woman. Its products are very fashionable and appeal to a young more than an older public
- **Place:** High street stores are the principal place of sales as year after year bershka as all the INDITEX group is increasing the number of strategic locations. It is also operating online with an online shop
- **Promotion:** Its promotions are mostly visual and exposed via billboards, website and social networks. All the campaigns are usually aggressive targeting young generations
- **Price:** Also for Bershka price is the main point. They prices are really competitive for the style they offer and are the cheapest brand of the Inditex Group.

Mission and Vision: Inditex successfully combines the strength of its business model with demanding economic objectives and innovative strategies for social and environmental sustainability

The Bershka logo is displayed in a large, black, sans-serif font on a white rectangular background. The letters are bold and evenly spaced, with the 'B' and 'k' being slightly larger than the other letters.

A new Idea!

A new Idea is intended to increase Primark's brand popularity and change the people's perception on the brand.

The idea is to introduce a new collection called “green collection” which is only made with sustainable methodologies and produced in places with high labour safety standards.

This collection will be sold in all Primark stores in special dedicated corners.



References

- Anana, E. and Nique, W. (2010). Perception-Based Analysis: An innovative approach for brand positioning assessment. *Journal of Database Marketing & Customer Strategy Management*, 17(1), pp.6-18.
- Bain.com. (2016). *Management Tools - Mission and Vision Statements*. [online] Available at: <http://www.bain.com/publications/articles/management-tools-mission-and-vision-statements.aspx> [Accessed 27 Apr. 2016].
- Brandsoftheworld.com. (2016). *Bershka | Brands of the World™ | Download vector logos and logotypes*. [online] Available at: <http://www.brandsoftheworld.com/logo/bershka-new-version-01-2013-0> [Accessed 27 Apr. 2016].
- Brandsoftheworld.com. (2016). *H&M | Brands of the World™ | Download vector logos and logotypes*. [online] Available at: <http://www.brandsoftheworld.com/logo/hm> [Accessed 27 Apr. 2016].
- Eorm.com. (2016). *EORM | Environmental, Health, Safety and Sustainability Solutions*. [online] Available at: <http://www.eorm.com/blog/eorm/2012/05/using-benchmarking-in-sustainability-strategies/> [Accessed 27 Apr. 2016].

References

Forbesindia.com. (2016). *Forbes India Magazine - Three ways luxury fashion can be sustainable*. [online] Available at: <http://forbesindia.com/article/insead/three-ways-luxury-fashion-can-be-sustainable/40493/1> [Accessed 27 Apr. 2016].

Mindtools.com. (2016). *The Marketing Mix and the 4 Ps: Understanding How to Position Your Market Offering*. [online] Available at: https://www.mindtools.com/pages/article/newSTR_94.htm [Accessed 27 Apr. 2016].

The Rock Bury Shopping Centre. (2016). *The Rock Bury*. [online] Available at: <http://therockbury.com/primark/> [Accessed 27 Apr. 2016].