

Aandf case study

Business



Targeting the College Age Apparel Market Synopsis: American Eagle and Firebombed & Fitch are rival retailers vying for a competitive leadership position among the same segment of the teenage/college student market. Each, however, pursues a slightly different strategy, even though some similarities have been the issues for legal conversation.

The case details the strategies, merchandising, operations, and competitive positions of the two retailers.

Chapter 1 Examines the trends and preferences of the teen/college market and how retailers are catering to the needs of this market Chapter 2 Illustrates the strategies and operations of two specialty apparel retailers. Chapter 5 Details the retail market strategies, operations and sources of competitive advantages for two specialty apparel retailers. Chapter 15 Describes the retail communication mix pursued by two specialty apparel retailers to reach their target market segments. Discussion Questions 1 . What, if any, are the differences in A&F's and American Eagle's retail strategy? .

What are the brand images of A&F and AY? What words and phrases are associated with each retailer's brand name? 2. List other specialty apparel retailers that target the same customers as A and AY. How do these brands differentiate themselves in the competitive retail environment? Construct a product positioning map to illustrate. 3. Which retailer(s) has(have) the stronger competitive position?

Name AMONGST- Grade 10 any, are the differences in A's and American Eagle's retail strategy? 4.

What are the brand images of A and AY? What words and phrases are associated with each retailer's brand name? 5. List other specialty apparel retailers that target the same customers as A&F and AY. How do these brands differentiate themselves in the competitive retail environment? Construct a product positioning map to illustrate. Which retailer(s) has(have) the stronger competitive position? Why?