

Fashion marketing spanish group inditex

Business, Marketing



**ASSIGN
BUSTER**

Marketing Fashion Marketing The brand Bershka first came into existence in 1998. This brand belongs to the Spanish group Inditex. The founder of the brand are; Amancio Ortega and Rosalía Mera. This Spanish group Inditex also consists of the brands such as; Zara, Massimo Dutti, Pull and Bear, Uterqüe and Stradivarius The target market of Bershka highly focuses on the group of those young people (men & women) who are curiously motivated and interested towards the new trend of clothing. There is a professional designer team behind the brand, who tries their best to bring out the latest designing clothes, seasonal. The mission statement of Bershka has always been to reach their customers within best possible short time, and to offer them quality of service at low prices. Bershka has also expanded their services to approach the customers through online selling. And today, the websites executing under Bershka are gaining advantage at excellent level (14Ju)

Swot analysis: (14Ju1)

Strength - strong management, pricing power, size and cost advantage, financial leverage and unique products.

Weaknesses - work inefficiencies, high debt burden, high staff turnover, weak R&D and management, outdated technology and bad acquisitions.

Opportunities - new technology, emerging markets, financial leverage, acquisitions synergies, new services, online markets and innovations.

Threats - change in customer's change, volatile costs, bad company, high competitive market, and bad economy, substitute products available in the market and government regulations.

4 Ps:

Product - high textile quality products are created along with the latest new designs. The products are designed keeping in mind the actual trends of the market. Finalized products are finely seal packed to keep safe. Besides clothing the brand also includes; accessories, apparels, bags, shoes, denim, Underwear & Lingerie.

Prices - the prices of the products are set at a level of being available to the most common customers, holding average income. The prices are also kept same in all the shops retailing in different countries.

Place - headquarter of Bershka is in Arteixo, Spain and time to time Bershka is spreading itself globally. Bershka's websites are also available on the internet, to do the online transactions of buying and selling.

Promotion - Bershka spends approximately up to 0. 3% of its revenue on the advertising area. Recently Bershka has stepped in the concept of eco-efficient store of groups, to avail the LED lightening technology in the stores.

(14Ju2)

Ansoff analysis:

Market penetration

Product development

Bershka should totally focus on its new UK retails.

Bershka should more focus on the new technology area.

To bring up the latest fashionable products from designing stage to distribution stage within 2-3 weeks.

Market development

Diversification

Bershka should increase the speed of introducing new products into the new

markets.

This can be done by opening up more and more stores in new locations and countries.

Bershka should make some new change in their target market.

They should not only target the young men and women.

Bershka can also add some new categories of products under their Brand.

References

n. d. 08 July 2014 .

n. d. 08 July 2014 .

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