

Marketing and swot analysis

[Business](#), [Marketing](#)



E. Less wastage and less risk. More chance to sell the products at full price due to lower quantities of products. Latest Designs every couple of weeks, more variety to target all customers. Cheaper than other competitors. Shorter lead times to produce or get products In comparison with competitors. Strong market position, due to being a worldwide business. No advertising saves costs to Invest in stores. Weaknesses: Quality may not be there.

No advertisement. Online presence Isn't great. No co-branding. Imitation of other designers. Opportunities: Expand Online. Growth worldwide.

Diversification Into other markets. Manufacturing In countries such as Spain may decrease due to the Euro crisis I. E. High unemployment. Threats: Other competitors. Reputation of imitating other retailers. Manufacturing in countries such as Spain may increase due to the fluctuation in the Euro currency. What are the financial implications of each item in your SOOT analysis?

Cheaper reduces may mean fewer profit margins. No advertising saves costs. So by keeping costs down and reducing wastage they can maintain large profit margins and be as competitive as the others retailers. Due to not having a great online presence or focusing on selling online, might be losing online sales. Which ones involve the provision of cost information? Finding out the latest designs/ trends of clothing through market research.

Technology and communication infrastructure cost. Cost in researching the location of the business. SST to Invest In stores. Opportunities: Expand Online. Growth worldwide. Diversification into other markets. Manufacturing in countries such as Spain may decrease due to the Euro crisis I. E. Shorter

lead times to produce or get products in comparison with competitors. Costs to invest in stores. Weaknesses: Quality may not be there. No advertisement.