

Victoria's secret



**ASSIGN
BUSTER**

It is not surprising that a Victorians Secret retail store is located in State College, Pennsylvania, a place revolved around the Pennsylvania State University.

All Victorians Secret retail stores have spatial considerations that follow a free form layout in which fixtures and merchandise are grouped into free flowing patterns on the sales floor. In addition to this, retail stores also provide differentiated rooms for each sub brand such as PINK and their beauty/cosmetics line.

Upon entering the State College retail location the first brand you approach is PINK. Bright colors and glitter emit a fun, friendly, and inviting environment. The store goes on to expose more rooms catering to lingerie and bra lines as well as a beauty section. Black.

Loss fixtures surrounded by soft, subtle pinks exude an understated sexiness. The store image gives customers a comfortable place to shop, whether it is for a bra or for a perfume, without being intimidated. Merchandising at Victorians Secret is meticulous and effective.

A periodic inventory control system is used to track and account for inventory every six months, performed by a hired data warehouse.

Microsystems ADS agent is utilized for obtaining information relevant to each store's inventory level as well as transactions. Victorians Secretes Inventory assortment has a narrow and pep approach. Different types of merchandise with a large stock of them allow a lot of availability to the customer. This

merchandise is promotional priced with a high- low strategy. This permits Victorians Secret to run sales with a plethora of temporary markdowns.

Retail stores have very small clearance sections with permanent markdowns due to the constant temporary price reductions conducted through promotions. The state college location has a tiny clearance section that is not as appealing as all of the temporary markdowns advertised throughout the store. The revised Victorians Secret offer give an edge to the retail stores that cannot be replicated online, behind a computer. A sales associate who is knowledgeable and eager to help always greets customers upon entry.

Training for these associates consist of gaining knowledge about the merchandise as well as how to sell it. They must know about bras including their parts and how customers should be measured, about the beauty collection including product demonstrations, and about the PINK collection including putting together outfits.

In addition they are taught how to interact with customers and how to make a sale. Aside from approachable and well- informed sales associates, bra specialists are hired to be in stores for free bra sizing/ fitting for customers.

This generates a lot of added business upon women realizing they are in the wrong bra size and therefore purchases a bra in their correct size. In store charge accounts are also available via the Victorians Secret Angel Card.

This 1 OFF rewards gifts for amount of money spent, a birthday gift, early access to sales, and free beauty gifts throughout the year. The more points

earned by shopping, the customer can be upgraded to the Angel PIP card and eventually the Angel Forever card, each coming with more perks.

This is a beneficial incentive to get card holders to do more shopping, creating more revenue for the store while making the customer feel more important and loyal. Victorians Secretes promotional efforts are a key feature to retail stores that keep customers coming back while grabbing the attention of new ones as they inform, persuade, and remind the population of what they have to offer. Their visual merchandising alone captures the eye of someone passing by.

Large images of infamous Victorians Secret models known as "Angels" are on display advertising the latest collections and sales.

These displays are often product and price based whether it is a poster describing the features, advantages, and benefits of the latest bra, or one describing the affordable price of a gift set. The featured displays are currently present in the State College retail location. In the midst of the holiday season, this Victorians Secret location is putting out holiday inspired merchandise along with discounts on them. Visual merchandising is also being used to showcase new hoodies from the Pink collection and what the store is recommending as the "perfect little gift" cosmetic bags.

Pretty models, fashion show exclusives, and easy, low price gifts are being advertised in standard Victorians Secret aesthetic: entertaining, vivid, and shimmering. The annual Victorians Secret fashion show that just aired is a major promotional tool that millions of viewers look forward to every year. That excitement is brought back to the retail stores to give customers the

ability to personally connect and purchase featured items. Backstage interviews of the “ Angels” at the fashion show reveal models in new designs that get customers excited about the new merchandise and eager to go out and purchase it.

This is also connected to Victorians Secretes Omni integrated digital strategy. Social media is actively used to showcase the brand through Faceable, Twitter, Pinsetters, Youth, and Mainstream to supplement their own website.

Victorians Secret can even be accessed from its app available for the phone, Android, pad, and pod. All of these channels of advertisement are enhanced and encouraged through television immemorial, which often feature upcoming sales and new releases of merchandise. Coupons also keep traffic flowing through the retail stores.

The “ Free Panty’ coupon is frequently mailed out to all customers making them feel special and wanted because absolutely no purchase is necessary. This is a maneuver to strictly get customers back in the store with the goal being while they are grabbing their free panty, they pick up more merchandise as well. After reviewing and analyzing the development of Victorians Secretes retail mix considerations, I believe the store is doing exceptionally well in terms of image and reaching their target market.

Victorians Secret has successfully been differentiated from all the competition, as there is no store like it.

Having unique features creates differential advantages making the company tremendously profitable. The State College location is particularly optimal due to the college town community it is surrounded by. The town is ideal as well as being located inside the Inanity Mall. Having a central location in the mall that is passed by many shoppers- whether they are planning on entering Victorians Secret directly to and from the mall and adequate parking for anyone with a vehicle, which is a relief from the crowded and limited parking spots in downtown State College.

Every year more students are coming to State College for school keeping the customer base growing. Top down sales forecasting methods allow for a cohesive brand while still being able to have a personal touch of Penn State by featuring their collegiate PINK collection. Personal selling and visual merchandising make the store exciting to enter and keep customers coming back in. The target market for the Victorians Secret Pink collection is a college student so they picked a great location for a retail store to reach that target.

Their store image is displayed energetically and gives off the same aesthetic as their merchandise as it gets the customer's attention, creates interest in the merchandise, and heightens sensory stimulation. The advertising gets customers in the store and their constant promotions keep customers coming back.

Victorians Secret is doing a superb job in running their retail stores nationwide and continues to do so in their State College location.