


Example 7

Research for Women's Clothing




Outline

- ❖ I. Sales History
- ❖ II. Competitors
- ❖ III. Environmental Influences
- ❖ IV. Industry Forecast
- ❖ V. Segments
- ❖ VI. Primary Research

Sales History

- ❖ 1996 catalog sales for women's outerwear accounted for 30.3% of all catalog sales
- ❖ 1997 catalog sales expected to be \$71 billion
- ❖ 1998 catalog sales for women's clothing dropped 17%, but had \$176 billion in sales
- ❖ 1999 total sales were \$184 billion up 4% from 1998



"Apparel Sales up Marginally." *Research Alert*, March 20, 1998, v. 16(6):5
Miller, Miller, Paul. "Apparel: Trends and Analysis." *Catalog Age*, March 15, 2000, V. 17 Issue 4 pgs. 65-69

Competitors

- ❖ Major competitors include JC Penny, LandsEnd, Spiegel, LL. Bean, J.Jill, and Talbots
- ❖ J.Jill's success
- ❖ Direct and Indirect competitors
- ❖ New entrants

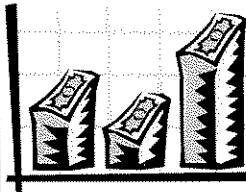
"Catching in on Catalogs." *Gale Group*, May 8, 1996, V. 171 n. 99, Pgs. S16(1)
"J.Jill Aggressively Chases Overlooked Female Age Group." *Advertising Age*, June 7, 1999, V. 70(24):29

Environmental Influences

- ❖ September 11 Attacks on America
- ❖ Technology Influence
- ❖ Postal Costs
- ❖ Supercalendered Paper Costs
- ❖ Projected Fuel Prices
- ❖ Seasonal Factors
- ❖ Teen Buying Power
- ❖ Economic Resession


Miller, Miller, Paul. "Apparel: Trends and Analysis." *Catalog Age*, March 15, 2000, V. 17 Issue 4 pgs. 65-69

Industry Forecast




- ❖ \$196 billion in total women's apparel catalog revenues in 2001
- ❖ Increase by approximately 3% each year
- ❖ Total sales in industry through years 2001-2006 to be \$1.3 trillion

"Apparel Sales up Marginally." *Research Alert*, March 20, 1998, v. 16(6):5.



Target markets


- I. Elderly
- II. Hispanics
- III. Plus-size



The Elderly

- ❖ 37% of all American adults are 50 years of age or over.
- ❖ The age group 45-65 will increase 35% in next few years.
- ❖ More satisfied with catalog experiences.

Miller, Paul. "Trends Analysis". Catalog Age. Mar 15, 2000. Iss. 0740-3119.




Hispanics

- ❖ Fastest growing minority group (58% growth over last 10 years).
- ❖ Percentage of women (16-70) who spent over \$100 in past month.
- ❖ Would rather be overdressed at a party vs. underdressed.

Hispanic	24%	61%
African American	19%	48%
Caucasian	15%	50%


Fairchild Publications. "Women's Wear Daily" June 14, 2001. Iss. 0149-5380



Plus-size

- ❖ 61% of 20-74 year olds are overweight.
- ❖ 44% of these people are obese.
- ❖ Typical plus-size woman spends \$932/year on clothing.
- ❖ Size 16 and above sales were \$14 billion (1999)
22.2% increase \$17 billion (2000)

Fetto, John. "American Demographics." June 8, 2001. Iss. 0163-4089



The End

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