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

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

Environmental Influences
- September 11 Attacks on America
- Technology Influence
- Postal Costs
- Superencalendered Paper Costs
- Projected Fuel Prices
- Seasonal Factors
- Teen Buying Power
- Economic Recession

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
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.


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.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Hispanic</th>
<th>African American</th>
<th>Caucasian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overdressed</td>
<td>24%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Underdressed</td>
<td>61%</td>
<td>48%</td>
<td>59%</td>
</tr>
</tbody>
</table>


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 517 billion (2000)


The End
References


Miller, Paul. “Spring List Orders are Springing Forth.” Catalog Age. March 1, 2001 v.18 issue 3, pgs. 31-32.