

KE LIAO

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OASIS FASHION: MBA MARKETING MANAGEMENT ASSIGNMENT

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1.OASIS SOSTAC PLANNING

In order to build a successful plan, the theoretical framework is critical (BSA marketing), for it gives the reasons and support of the reported problem (E-marketing plan, 2015). SOSTAC planning system is used in this report, for specifying the target markets, marketing objectives, strategy, tactics, actions, and control (BSA marketing)

2.OASIS SITUATION ANALYSIS

This report is about the British fashion retailer, OASIS Fashion, launched in 1991. Merely 30 years history, it has traded in 96 locations across 27 countries, boasted nearly 80 stores in the UK and Ireland, and owned 200 concessions across Debenhams, Fenwick, House of Fraser, John Lewis and Outfit (OASIS, 2019). In the face of a challenging retail situation, OASIS reported that its total revenues increased 5% to 275.2 million pounds, and its e-commerce sales grew 20% in the year (MarketLine, 2018), among which the online sales accounts 25% for the total brand sales (MarketLine, 2018). OASIS showed a positive sentiment analysis for its profit was 35% higher year-on-year at GDP 0.9million (MarketLine, 2019).

According to the website of OASIS, this organisation makes itself distinctive through in-house design and sub-brands (MarketLine, 2012), aiming to become the high street boutique (MarketLine, 2012). in the meantime, it positions its market in young female from the upper-middle-class having their latest colourful prints.

Use credible sources.

2.1 OASIS PESTEL ANALYSIS

In order to give a thorough analysis of the organisation OASIS, here uses the PESTEL framework to make a full investigation of its macro situation (Fahy and Jobber, 2015).

Following is the macro situation analysis of OASIS.

	EXTERNAL FACTORS TO CONSIDER	IMPORTANCE TO ORGANISATION
POLITICAL	Government policy; political stability; tax policy; advertising standards; global trade agreements and or restrictions (CIPD,2018); environmental law; labour law (Chavan, 2018)	These political factors with high importance and relevance to the organisation of OASIS, for it. needs to respond to those changing political factors, such as the decision of the UK to leave Europe Union contributing to the weaker pound and uncertainty of the fashion retailers future. Most of the high street fashions are located in the city centre. Today's terrorist attacks have affected the city's tourism. Tax policy mainly focuses on tax levies on goods.
ECONOMIC	Exchange rates; globalisation; economic growth; interest rates; the cost of living; labour costs; consumer spending habits	These economic factors have high importance to OASIS. For the exchange rate will affect OASIS's

It might have looked more presentable if you'd briefly highlighted key points/issues in paragraphs.

	(CIPD, 2018)	negotiations with its suppliers (CIPD, 2018). The supply and demand chains are an essential part of fashion retailers (Fahy and Jobber, 2015), cause fast-fashion retailers rarely have their factories, mainly rely on supplier across the world. Especially retailers like OASIS, always setting its suppliers in developing countries like China and Vietnam. Then, uncertainty UK business markets and floating exchange rates will affect the investment in OASIS. Moreover, labour costs will influence human resources (Armstrong handbook, 2014) in the organisation, and consumer spending habits will put pressure on certain products.
SOCIAL	Consumer trends; fashion trends: consumer buying behaviour; lifestyle factors; work-life balance; population demographics	OASIS is a company focusing on women clothing, but it does not cater to all ages and sizes of women (OASIS FACEBOOK, 2019). According to the women demographics in the UK 2018.



		OASIS target customers who are aged between 20 to 35 account for 13.17% to the whole women group (STATISTA, 2018). Nevertheless, women with the most disposable income sit between the age of 40 to 65 (CIPD, 2018).
TECHNOLOGY	Automation; disruptive technologies; social networking; artificial intelligence; security	Today, Technology takes the dominated position, for it influences in-store buying (Grewal, 2017). People prefer shopping online rather than going out (CIPD, 2018). Furthermore, there is an increasing trend for elder people aged over 50 (CIPD, 2018). Next, social networking as Facebook and Instagram make a significant contribution to OASIS online sales (MarketLine, 2018). Lastly, OASIS needs to update its mobile applications to whole-scale protect customers online security.
LEGAL	consumer rights and laws; product labelling and product safety (Chavan, 2018):	Consumer rights and laws will also affect OASIS, for it will perfect products' quality, standards and prices



		(Chavan, 2018). Legal factors are vital to the whole company, for it shows how ethical the company it is, such as the commitments of no child labour, safe working conditions for its employees, and no harsh or unfair treatment for its customers (OASIS, 2019).
ENVIRONMENTAL	Environmental restrictions enacted by governments; sustainable resources; ethical sourcing; supply chain management	Environmental agreements like the Paris climate agreement will influence fashion retailers actions in sourcing qualified suppliers (OASIS, 2019). Browsing its company website, sustainable development throughout its whole ethical trading statements, such as seeking reliable raw materials supply chain and sustainable product processing (OASIS, 2018).

✓
Thorough analysis -

2.2 OASIS TOWS ANALYSIS

INTERNAL FACTORS			
EXTERNAL FACTORS		STRENGTHS (S)	WEAKNESSES(W)
		1. OASIS provides colourful prints and bright fashion for its customers. 2. The brand maintains an updated website like facebook, Instagram, and blog to connect with its customers worldwide. 3. The brand owns premium segment and has maintained its product pricing and designs all the way. 4. The brand has international franchisees to cater to international customers. 5. The brand develops omnichannel to bring a unified shopping experience to its customer(Marco, 2019). 6. The brand has a lovely presence to attract its target customers.	1. OASIS is among the elite brands prone to affected by economic instability. 2. The brand has not been able to penetrate international markets as compared to other fashion retail leaders. 3. Limited advertising is done for the brand.

OK to leave this as a table - another good example of analysis undertaken.

OPPORTUNITIES(O)	SO	WO
1. OASIS can be marketed well in fashion circuits, following the fashion trend to optimise its products and styles.	1. OASIS can develop more personalisation on its new products.	1. OASIS can develop a product that is always in demand, like homeware and baby clothing.
2. It can also offer more personalisation services and broaden its targeting customers	2. The brand can use social media like Facebook, Instagram, and Twitter to communicate its products and values to its potential overseas customers.	2. Update the brand moments frequently in social media.
3. More global penetration for the globalisation trend in the world.	3. The brand can make online customer satisfaction questionnaires to its target customers for setting more needed sizes.	3. Invest more in advertising, not just in social media, but also on radio or television.
4. More sizes for clothes can be made, not just 6 to 18.	4. The brand can design more styles and cuts for its customers, such as women's occasionwear and wedding wear.	
5. More styles or products can be made.		



THREATS(T)	ST	WT
1. OASIS faces many rivals in the sector of fashion retailers.	Follow the latest development of OASIS competitors, GAP and the Banana Republic, such as their next seasons' newly products and cuts,	Overcome the weakness like strengthen the communication ways,
2. Other brands offer more styles and cuts	their similar products price changing tendency, and their women clothing's style design and trends.	analysing competitors' in-demand products, invest more in overseas areas.
3. Similar products available in other brands, thus switching cost is less.		

3.SETTING OASIS OBJECTIVES

Browsing OASIS official website, their slogan is exceedingly shiny and catching the eye—"Lovely does it" (OASIS, 2019). The word "Lovely" has become an intangible value and personality of its customers (OASIS facebook, 2019), for the mission of the brand is aiming at using this personality to attract their ideal customer demographic – aged between 20 to 35, and demonstrating their work ethic.

OASIS selling well this year with 30% growth in the total sale, offline and online (Jill, 2019). According to the latest news unfolded that, OASIS expect to increase 40% profit in the next three years with a 50% growth in the total sales.

However, according to the year 2018, its total revenues increased by 5% to 275,2 million pounds (MarketLine, 2018). Then, 5% of revenues growth is set as the market objectives. Here the SMART marketing objectives is used for demonstrating more specific (CIM).

What are the objectives you propose?

OASIS total revenues will increase by 5% in the year 2020. That means OASIS will increase its total sales by 30% online and offline (MarketLine, 2018). During this year, the KPI dashboard and the Gantt chart have been used to monitor progress and confirm achievement. Also, some innovative customer services have been designed both online and offline to complete the objective.

If these are your proposed objectives

- Product customisation: more personalisation designs can be designed to meet the customer's needs that having something that nobody else in the world has, like engraving their names on accessories and clothes.
- Shopping with AR: with the development of science and technology, those fashion retails also need to follow technology trend. Virtual Reality installation can be set to give customer "one-click change", saving their much time.
- Digital Tablets: Tablets can be provided in physical stores, allowing customers to search for products, and browse through OASIS' website or its Instagram. Also, QR codes can be used for each product in-store, allowing customers to find what they see online quickly.
- Visual search: OASIS online website can use visual search, allowing shoppers to find and buy the product just by snapping a photo.



- Added Services: alongside a vast array of products, for fashion retail, services such as hair, skin and brow treatments, giving customers a full experience can be provided in OASIS physical stores.
- Omnichannel experience: 73% of shoppers used multiple channels for shopping (Harvard Business Review, 2017). OASIS can offer customers a consistent buying experience across online and offline channels. ✓

4. OASIS MARKETING STRATEGY

In this report, three steps have been made, market segmentation, market targeting, and positioning (Fahy and Jobber, 2015). As for market segmentation, OASIS is an organisation dedicated to women's clothing (OASIS, 2019). Then, taking the market targeting needs into account, segmentation marketing is used as OASIS targets customer is between the age of 20 to 35. Therefore, here use the differentiation strategy to make the OASIS market distinctive to its competitors, as setting the unique personality lovely to its group (Ekaterina, 2014). Next, Positioning is a crucial factor of OASIS, for it is the essential act of linking OASIS product or service to the solution that consumers seek and ensure (Fahy and Jobber, 2015). ✓

5.OASIS TACTICAL PLAN

In this part, the communication tools, its budget chart and 7P marketing mix have been showed to illustrate the tactics are used.

5.1 COMMUNICATION CHANNELS

COMMUNICATION CHANNELS	ADVANTAGES	DISADVANTAGES	COST
INSTAGRAM	This platform can produce photos and videos, getting a great path to higher reach on the newly OASIS clothing products; It can create shopping posts on the platform; customers can buy clothing directly through its links (KEYMEDIA, 2019).	Instagram has a limited audience, for its active users covering the ages 18 to 29, but OASIS target customers ages between 18 to 35.	£1 million
FACEBOOK	Facebook can automatically choose a suitable place for setting the recommend advertising; Facebook boasts a large number of users covering all of the ages:	Facebook can make notifications on advertising, but these are not that cost-effective recommendations.	£1 million

Don't over-use tables like this.

	Facebook can make it much simpler for OASIS potential customers to submit information.		
WEIBO (CHINESE INSTAGRAM)	For penetrating overseas marketing, Chinese communication is essential. It is one of the most extensive communications in China, boasted millions of users, and it can also upload photos and videos.	News and contents in this communication update so quickly, the user may not get the needed message.	£1 million
TV	extensive users coverage, it can cultivate more potential customers; the designing advertisement is easy to remember.	Limited time linger and cost more.	£2 million

5.2 TOTAL BUDGET SETTING

ITEMS	ADVERTISING	IN-STORE UPGRADING	ONLINE UPGRADING	OMNICHANNEL UPGRADING	WHOLE COST
APPROACH	Instagram; Facebook; Weibo; Television;	Product customisation services; Digital tablets; Added services;	VR installation on "one-click change" services; Visual change services;	Developing new technology for smoother online and offline combine shopping flow	
COST	£ 5million	£ 2million	£ 2million	£ 5million	£ 14milli on

Another table!

5.3 OASIS MARKETING MIX

In this part, the 7P marketing mix (Adnan, 2018) is used to make a full analysis of OASIS' s management and customer relationship(Setiawan, 2019), for it is clear to show the tactical management of the customer relationship, including product, place, price, promotion. people, process and physical evidence (7P) (Fahy and Jobber, 2015).

Product: OASIS clothing materials are environmentally friendly(OASIS, 2019); the design of its clothing are following the current fashion trade: the types of its product

are various from accessories, shoes to Curve and homeware(OASIS, 2019). In order to reach a steady growth of online sale, OASIS can launch a travel product or clothing for older women.

Following is the RATER MODEL to analyse the OASIS's target customers' expectations from the product and or services (Heba, 2012).

RELIABILITY	Browsing the OASIS official shopping website, there is four-way to contact with OASIS: live chat; WhatsApp; phone call; and email (OASIS, 2019). OASIS gives its customer a complete sense of reliability.
ASSURANCE	At the store, employees use iPad in order to advise the customer for what customers are looking for—giving consideration the customer's searches and preferences. OASIS employees can convey assurance and reliable to their customers (OASIS, 2019).
TANGIBLES	OASIS provides customer touchpoints with both online and offline, unifying and integrating an online and offline experience for the customers (OASIS.

	2019), such as personal shopping, unlimited membership; birthday offer, and student discount. Also, OASIS provides Collect+ services for returning the items at the store (OASIS, 2019).
EMPATHY	OASIS always put its customers in the first place. In its official website's first page, customers help column is separately marked, and both online and offline their employees show the great patient to its customers. ✓
RESPONSIVENESS	OASIS, the company provides fast, high-quality service to customers. It offers many customer touchpoints to ensure customers loyalty. ✓

Price: OASIS can set new pricing models and strategies compared with competitors; offer more discounts like online discounts, coupon, membership, student discount, Preferential treatment for regular customers, and point cards. ✓

Place: OASIS sales its product both online and offline. The organisation has 80 physical stores offline and communicate customers on facebook and Instagram. ✓

Is that it? What about People, processes & physical evidence, for example?

6:CONTROL

In this report, external and internal stakeholders are explained as OASIS are not managed purely in the interests of their shareholders alone. Stakeholders are communities associated with the company, employees customers of the company's products and suppliers (Jobber and Fiona, 2013). Following illustrates the internal and external of OASIS:

Internal Stakeholders: owners, Controlling of new products' strategic resources, such as materials, labours, money. Alternatively, identifying the pilot store, putting new services on; Manager: Involving in new products' strategy Implementation, such as strategic partners in distribution channels, and design manager will also decide this seasons fashion trends; Employees: Acquiring of new products' knowledge and improving their sales skills. ✓

External stakeholders: Customers, focusing on customers full experience; shareholders: financing the organisation; Government: deciding the size of the licences fee that funds its activities; Society: Closely connecting with society, like social welfare and donation. using materials from environmentally friendly organic cotton fabrics; Suppliers: choosing manufacturers that have the most suitable skills and sufficient production capacity to make the products. ✓

You've considered stakeholders + resources but how will the marketing plan be controlled/measured? Explain the KPI dashboard.

You might have tried to align activities + objectives on the gantt chart.

6.1 KPI DASHBOARD

KPI dashboard is used to control and monitor the online sales process.

Customer services	Time	Cost (million)	Quality	Product	Efficiency	Reliability
Product customisation	60	600				
Shopping with AR	60	1,000				
Digital Tablets	60	600				
Visual search	60	1,000				
Added Services	60	600				
Omnichannel upgrade	60	5,000				

6.2 GANTT CHART APPLYING

The following a Gantt chart is designed to clearly illustrate the process of this project.

showing the minimum time used in the plan.



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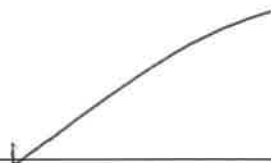
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STUDENT FEEDBACK FORM : REPORT (75%)

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
You've demonstrated engagement with a range of sources but try not to over-use some sources within the assignment, and ensure <u>all</u> sources used are consistently referenced.		11 11/20
2. Knowledge and Understanding Skills	20	
Generally you have provided evidence of knowledge & understanding of key principles / concepts associated with the subject area. You have addressed the brief by utilising a suitable framework. See comments written throughout where you could have made some improvements.		13 14/20
More focus on the marketing aspects would have helped here but generally you have shown good understanding.		

3. Cognitive and Intellectual Skills	20	
Evidence of analysis + critical evaluation provided throughout, demonstrating an ability to make judgements based on information. ✓ <i>see comments on the previous section on project flows. But generally good evaluative skills.</i>		13 14 AC
4. Practical Application Skills	20	
Although you have practically applied a variety of relevant techniques with clear appreciation of the context in parts, you might have demonstrated a more detailed application of the 7Ps framework. Also careful not to use tables / concepts you perhaps don't fully appreciate		12 12 AC
5. Presentation—professional skills	20	
This piece of work generally follows a logic flow for a marketing plan but over-use of tables spoils the overall presentation. However there is no doubt that you have acquired and demonstrated useful skills for future employment.		11 11 AC

= 60%

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		

This is a somewhat unbalanced project - there is a lot of background analysis but not so much on the actual marketing plan. You have clearly understood the module content but more focus on your own strategic / marketing suggestions would have helped. Don't overuse tables, it distracts.