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TASK A - SUPERDRY

Introduction

In the today's modern world perhaps the most crucial question is how to offer and sell our products or services. This question defines the manufacturing, commercial, payment and even purely human relationships.

High productivity, technological advancements, research, and development have resulted in a wide range of products and services. The science that teaches us how to sell and offer is marketing.

The task emphasises the marketing fundamentals of the Superdry Company and how it has used different strategies to increase competitive advantage in the global platform.

Processes and stages of marketing, including the role of the marketing mix

What is marketing?

According to Kotler, marketing tools are used to attract customers and build relationships with them from which both parties' benefit. The aim is to add new and retain old buyers, who are happy with the price and value of delivered goods and services (Kotler et al. 2018).

Marketing is the coordination of different activities (promotion, advertisement, and delivery) that are adopted by a company to sell and promote all the products and services produced.

Superdry is a fashion global digital brand based in Gloucestershire. They offer a diverse range of menswear and womenswear like jackets, t-shirts, ski wear, swimwear, and footwear catering to the needs of the young and middle-aged section worldwide.

Marketing process

Performing consistent steps using different methods for search and studying of development of the economic system outside the company and inside it is called the marketing process (Kotler et al. 2018).

The marketing process involves five steps:



Source: M Mavrodieva

Situational analysis can be external and internal. It is a snapshot of the environment in which the company is positioned. Often it is called a marketing plan, which is related to the future development of the organisation. There are tools for macro analysis - PESTEL and microanalysis Porter 5 Forces as external factors as well as internal factors considered in the SWOT analysis (Bedoshvili, 2011).

Superdry started in the UK in 2003, with satellite offices in Barcelona, Brussels, Aarhus, Hong Kong, New York, and Munich. The annual revenue of the company reached £1billion. Products, characterized with authentic and vintage washes and detailing along with hand-drawn graphics, are sold through 500 branded locations in 50 nations and through the eCommerce platforms (Pandya, 2019).

Objectives include the mission, vision, goals, and value of the company. The question is, how the company can achieve its objectives in the future? These values change with time but are always guided by its original meaning and accumulate a rich history and organisational culture.

✓ **Mission**

“Build a creative and product-led brand to inspire and engage the contemporary style-obsessed consumer – always” (SuperDry. 2020)

✓ **Statement of the company**

Deliver a platform for significant financial growth (SuperDry. 2020)

✓ **The objectives of the company**

To work as a team for future growth leveraging all the current market opportunities with healthy acumen development to enhance competitive advantage to become the market leader with development as a global brand.

Strategies are actions that the company plans to take to achieve its long-term goals. Strategic planning tools include marketing categories - segmentation, targeting and positioning, as well as the marketing mix.

The strategy and values on which the company thrives are passion, creative innovation, high-quality service and maintaining uniqueness. The plans include coordination and collaboration of the activities with control over every event through a network of relationship development, thereby accessing information and applying

them to increase market competitiveness (Yang et al. 2017). The strategies are implemented with the involvement of the essential stakeholders in different markets to increase reach.

Implementation is the process of putting a solution into the actual business of the company. Strategic plans are transformed into actions by considering the overall picture, controlling, and evaluating the process, achieving set objectives.

Control - actions to monitor, regulate, and sometimes improve or change marketing tools for achieving marketing goals and executing a marketing strategy.

Specific efforts may support one goal or business line, but the marketing process helps the entire mission of the organisation.

PESTEL Macro environmental analysis

All companies work according to the external environment. PESTEL analysis shows how global factors, independent from the firm itself, affect its progress (Yüksel, 2012).

Political: International copyright treaties, Brexit, one belt one road initiatives and increase in the minimum wage are the main political consequences impacting Superdry

Economical: Recent recession, the shift in the level of disposable income in different markets and rise in inflation have decreased recent sales

Social: Differences in culture, high internet penetration and increase in social image consciousness has increased shopping trends with the need for authentic and customised products (Rashid and Barnes, 2018)

Technological: Rise in digital marketing technology, satellite use and virtual reality in business operation, Ultra technology used in customer relationship management and supply chain operation has supported production (Tansey, 2017).

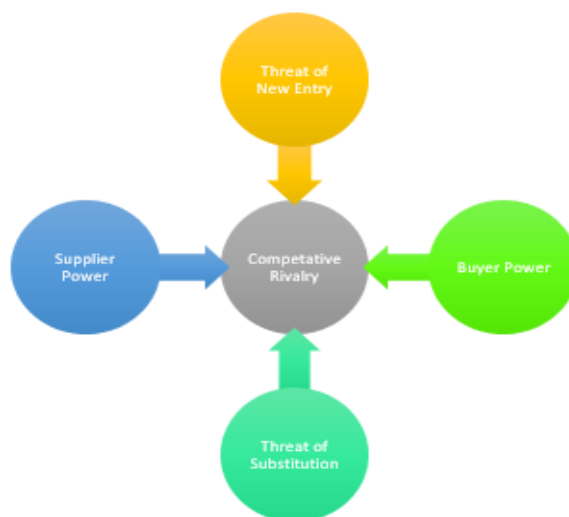
Environmental: 100% organic cotton, renewable energy usage, unique waste management recycling process and resource utilisation to address climate change.

"I mean, for me, organic produce and sustainability have always been a big thing. I'm a big proponent for both the organic movement and for the Soil Association and all that will certainly permeate into the Superdry offering." (Dunkerton, 2019)

Legal: ETI code of ethics used, revision of the regulation of labour unions and alignment with the compliance of each region favoured operation

Microenvironmental analyse: Porter's Five Forces

Porter's Five Forces are used to examine the dynamic in the modern clothing business. Porter identifies five forces that are part of the micro-environment in which the company operates. These forces, depending on how the company chooses to interact with them, affect company's ability to serve its customers and make a profit (CGMA, 2013).



Source: M Mavrodieva

The threat of new entrants is low: New players of the market are many, but at this stage, the barriers are quite significant and therefore the threat of new entrants to the industry is not high. Superdry relies on its rich tradition and large number of stores across the globe.

The threat of substitutes is medium: The customers will be able to select among different available brands easily with very fewer switching costs. However, the vintage Japan-inspired style makes the product unique, so there will be higher brand loyalty (Pandya, 2019).

Rivalry among the competitors is high: There are standardised and unique products with differentiated quality and services, which makes the threat of a competitive environment to significantly affect buyers. Superdry's best competitors include Etam, Ted Baker, and others.

The advantages of Superdry - it has been on the market for about 50 years; the high quality of production; owns stores worldwide; recognisable label and brand, creators' involvement in the work and leadership of the company.

Power of suppliers is low: Cost of switching suppliers are high but Superdry works closely with the cotton suppliers and supports development of the farms. Designers and utility sourcing add up to the high cost of production and maintenance of the supply chain.

Power of buyers is high: This is exceedingly difficult to overcome as there are continuous changes in the preferences, choices, and fashion. The interest of the customers is the crucial factor, which holds the company in the business. Loyal customers are earned through continuous development of models, modern fabrics and subtle details that distinguish the brand.

Other differences are those that significantly influence the choice of clients, namely the mission, purpose and value of the company, the number of employees in Superstore, their motivation and more.

The internal forces that affect company performance are analysed using SWOT:

Strength	Weakness
✓ A UK based company, with a sharp brand image in the global fashion industry ✓ Offers high-quality fabric characterised with authentic vintage washes ✓ Superdry has many loyal customers across the world ✓ Superdry has a strong social media sense thus has a right presence in social media ✓ Good social media presence allows Superdry to launch unique campaigns while entering new markets	✓ Superdry fails to offer differently styled clothes. Hoodies and t-Shirts are its specialised product ✓ Superdry fails to meet the demand of customers with different style preference ✓ Products prices are high. This prevents from attracting people from all income groups
Opportunities	Threats
✓ Initiative of business expansion in the Asian and American market leads to high demand for fashion products ✓ Creating collaboration with different market players attracts new customers ✓ Increase in the average income of global citizens creates opportunities for Superdry to increase sales and their business profit.	✓ Superdry faces high operational costs due to continuous increase of inputs price. ✓ Threat of constant growing rivalry market

Source: M Mavrodieva

Relating Porters Five Forces model and SWOT analysis

Porter's Five Forces and SWOT analysis are strategic framework tools for the decision-making process. The competitive environment within an industry is assessed with the Porters Five Forces, while SWOT analysis looks deeply into the inherent potential of the company. Superdry's position on the market is analysed by applying both models. Strengths and weaknesses are examined through SWOT and competitive factors through the Five Forces model (Seturi and Urotadze, 2017).

Advantages and disadvantages of SWOT analysis

Superdry can analyse its internal strengths and market opportunities with the help of SWOT. On the other hand, knowledge of weaknesses and fears creates conditions for overcoming them (Gupta and Mishra, 2016).

Segmentation targeting and positioning

Clothing market is segmented to attract many customers, thereby helping in positioning in the market.

Segmentation: The young adults, the working-age population in developed and developing nations who have an affinity towards unique style and branded products. Psychographic and demographic segmentation is conducted to attract the market.

Targeting: Customized strategies target mostly college students and style-conscious young people in the UK, Europe, USA, Australia, and emerging economies like India.

Positioning: Fostering innovation and shift in product focus to personalised graphic items supports growth (Kennedy, 2016). The company uses customer benefit based and premium quality-based positioning.

Marketing Mix of Superdry: 4P analysis

Product: High quality men and women clothing like jackets, t-shirts, shirts, dresses, graphic tees, footwear, and swimwear with diverse styling and customised fitting.

Price: focus on competitive price positioning and above-average quality assessment to grab attention of customers in the global platform. Evaluation of changing preferences and offering premium products is one crucial aspect of the company.

Place: Bricks and click company with availability of the products through physical stores in different locations, online eCommerce channels, and company websites to make the young age fashion market more attractive and affordable.

Promotion: Digital marketing mixed with traditional marketing, including billboards, content marketing and shift in the visual merchandising to enhance the user experience.

Role of marketing in creating value for customers

Social marketing practices of Superdry

The company has reached a mature phase in operation with significant knowledge about the current trends and business practices. The social marketing practice referring to the development of different activities impacting the community includes iconic category ownership with digital multi-channel capability developed with utilisation of cutting-edge technology (Wang et al., 2019). Influencer based marketing

is applied to foster robust growth, helping in reaching 148 nations. Social marketing has occurred by extensively making use of the Internet, and harmonisation of the global range to reach customers with a focus on EU, USA, and China.

Branding and its advantages

Branding is vital as it leads to the recognition of the product, thereby building customer loyalty and awareness of sharing values to accelerate user experience. In the information age with the advent of digital media where customers have ready access to the product, information branding plays an essential role in the management of credibility and adapting according to changes in the external business environment. There is the development of brand equity and consistent assessment of needs which has a positive impact on revenue growth and fostering of innovation (Zhang and Jin, 2017).

Branding strategy of Superdry

Ingenious branding strategy focusing on an entirely new line of products including graphic tees, swimwear with Japanese scripting and innovative shoulder lining is the primary strategy to make the product line attractive. Also, incorporation of a unique logo, changes in the labelling of the product with the branding of the stores according to the market where the product has penetrated. Alignment of the strategic vision in the branding objectives to make the products recognised helped in market acceleration (Cao, 2018).

Ansoff Market strategies for product development

The focus on developing a globally digital brand with an assessment of the products in Super Design Lab, helping in leading the market in the product segments of sweatshirts, outerwear, hoodies, footwear, and t-shirts. The aim is to create more than 5,000 new styles every year.

Existing Market	Existing Market Penetration	New Product development
	Aggressive market penetration strategy through eight global channels motivating large customer base	Quality assessment New, style, designs and fashion styles to cater to unique needs
Market	Market development	Diversification
	Expansion in new regions with a focus on China, EU, and the USA Premium design development (Kasemsap, 2018)	Catering products through different digital and retail channels Assessing market fluctuations and challenges
New	Products	Products

Source: M Mavrodieva

Relationship marketing used by Superdry

The relationship marketing used by the company includes social media strategy collaboration with website content development and branding the products according to the current market needs thereby leveraging different opportunities in the existing market (Berridge, 2018). Use of customer analytics software and feedback analysis method has helped in understanding preferences, thus helping in incorporating innovation.

Stakeholder engagement and impact on marketing activities of Superdry

Stakeholders

Stakeholders refer to a person, organisation, numbers of people and society who are directly associated and influenced by business operation strategy adopted by the business organisation.

Internal and external stakeholders

- ✓ **Internal stakeholders** refer to the entities from the internal environment of business (Voinov et al., 2016). In the case of Superdry, employees, managers, the board of directors, investors are considered as internal stakeholders.
- ✓ **External stakeholders** refer to people who are not from the internal business environment but directly associated and influenced by business performance (Voinov et al., 2016). In the case of Superdry these are the government and customers of the countries it operates in.

Communication procedure with the stakeholders in Superdry

The company understands the need of effective communication for the success of the business. Superdry follows a smart communication procedure described below.



Source: M Mavrodieva

Impact of stakeholders in marketing activities

Stakeholders have an immense effect on Superdry marketing strategy. Significant investment from investors as internal stakeholders allows a company to have a more resource for marketing strategies. Satisfied customers as external stakeholders help marketing brand's value through 'words of mouth' procedure. Additionally, the Government of the operating nation as external stakeholder helps Superdry to improve its marketing without facing many obstacles (Goodman, Korsunova, and Halme, 2017).

TASK B

Reflection of the tactical communication tools on the development and the awareness of the interest in Superdry

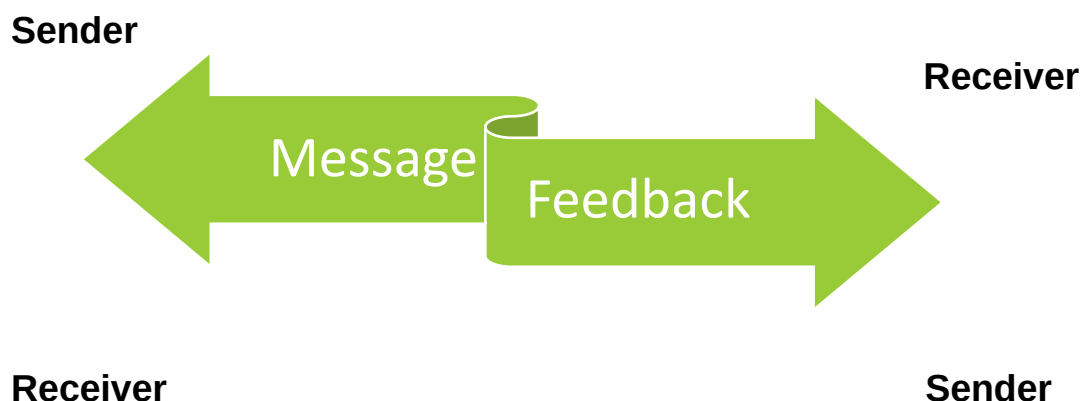
I believe the use of advanced communication tools allows Superdry to create a good relationship with all stakeholders across the world.

✓ Communication:

Communication refers to the exchange of information between multiple parties through a specific medium.

✓ Communication model:

I have noticed that Superdry follows the most sophisticated communication model with both external and internal stakeholders. In this case, a company follows Transactional Communication Model.



Source: M Mavrodieva

Following Transactional Communication Model allows Superdry, and its stakeholders to play the role of sender and receiver simultaneously. Superdry

plays the part of the sender when it circulates any messages among stakeholders. Stakeholders receive information while playing receiver. Stakeholders flow their feedback as sender and Superdry receive feedback as a receiver.

- ✓ Integrated marketing communication

In my opinion, integrated marketing communication includes several kinds of marketing tools, advanced and traditional ones, to delivery messages effectively.

- ✓ Description with examples of different types of promotion applied in Superdry

Being a UK based brand, Superdry uses all advanced communication tools to market its products. Traditional media such as television radio, billboards, and roadside hoardings have been used for many years. Additionally, Superdry benefits of the Internet. In this case, the company used its official website to promote its brand value through positive blogs regarding products quality, fabric, and price range. Apart from the official website, the organisation also promotes and markets its products on several social media blogs thus improving advertising tactics and brand awareness among users of social media. In my opinion, this allows Superdry to increase its total sale by reaching out a maximum number of people across the world.

Recommendation

Specific recommendations have been proposed for Superdry:

- ✓ Superdry should encourage its investors to increase investment
- ✓ Increased investment should be utilised for implementing advanced communication technologies to improve brand's connection with stakeholders
- ✓ Superdry should consider differences in customer preferences for targeting global customers before adopting a marketing strategy

Conclusion

This study covers the marketing strategy of Superdry. The study finds that before taking any marketing strategy, the company needs to analyse its macro and microenvironment, and stakeholder engagement. Superdry faces unique market opportunities and market threats. Additionally, the Porter's 5 Forces analysis reveals that organisation faces medium threat of substitution, low bargaining power of suppliers and high bargain power from buyers. Superdry has developed a strategic way to communicate with all stakeholders and implemented sophisticated blogs on media sites, as a marketing strategy, to reach its customers and offers its products.

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