



Student Name:- Hardik Bharatbhai Patel

Student ID:- 2504926

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Lecturer Name:- Dr.Laila Maazouz

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Element 1: Segmentation, Targeting, Differentiation, and Positioning (STDP) Analysis for EcoShoes

Introduce the company and explain the concept behind the proposed new brand.

Brand marketing management is a prostitute to create, enhance and manage brand reputation to maintain key operational activity over time. The Burberry organisation is one of the globally recognised British luxury fashion brands that focuses on strategic commitment towards sustainability and innovation. As per the report, Burberry will implement sustainability measures by 2023 (Burberry, 2025). This design can be dedicated to embedding organisational commitment in the design stage and focus on sourcing material that helps to manage business practices. Along with building this direction, the proposed new sub-brand name EcoShoes mainly introduces sustainable footwear products through a product line that transforms internal textile cost towards the personalised shoe from recycled polyester and nylon. This activity maintains the brand as an affordable luxury footwear in managing Burberry, designing towards modern sustainable expectation maintenance.



Figure 1: Brand development strategies

(Source: Created by author)

In justifying the strategic move of Burberry, EcoShoes aligned with the new brand extension strategy in managing key business activity and operational maintenance in handling the product category. This EcoShoes business helps to clarify the new product category with existing brands that include distinct brand identity maintenance. In this context, creating a new brand focuses on business positioning and allows targeting

emerging affordable eco luxury customer segments in the modern identity. As inspired by Calza *et al.* (2023), the inclusion of sustainable product activity and operation can be effective in maintaining key customer motivation. This activity demonstrates a theoretical ground approach to managing brand development that aligns with the real-world market trend for managing the key business success of EcoShoes. Inclusion of branding activity and market positioning is also important in managing key consumer motivation handling that can ensure business activity and further approach maintenance for the EcoShoes business.

New brand appeals to the current market, taking into account emerging trends in consumer behaviour

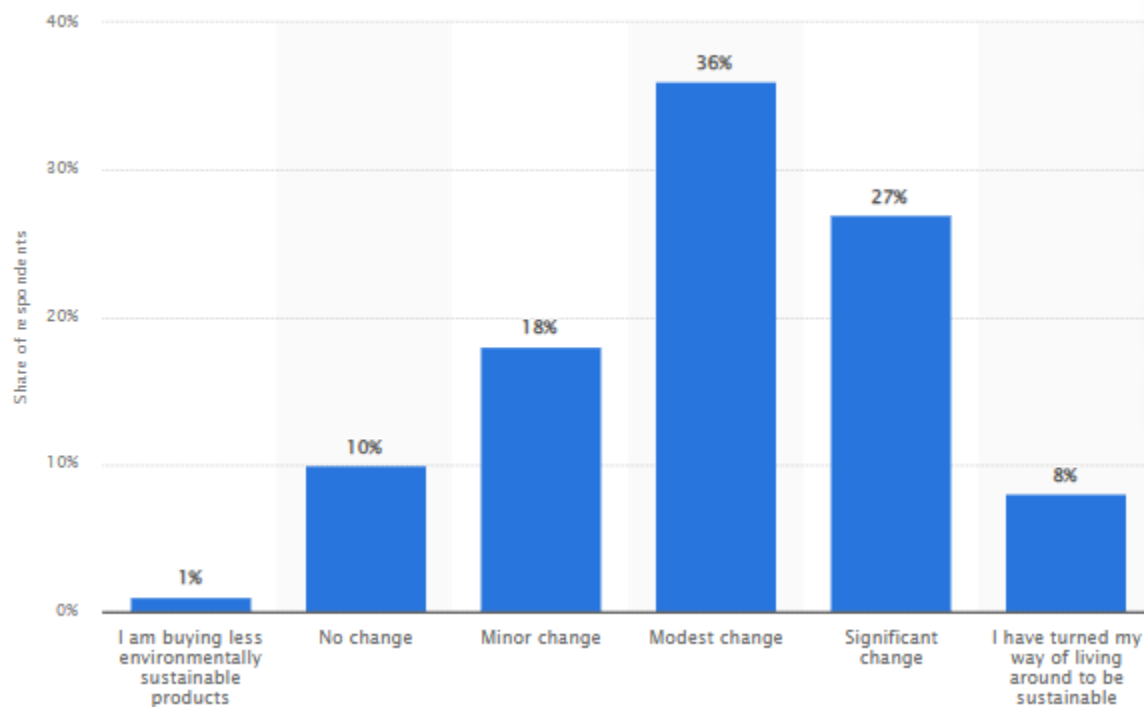


Figure 2: Sustainable product purchasing behaviour

(Source: Statista, 2025)

The EcoShoes align with the shift of contemporary customer behaviour that particularly grows prioritisation of sustainability, personalisation and ethical consumption. Present market trends mainly indicate environmental responsibility in handling the niche framework to maintain the key expectations of consumers in the market. As inspired by Rosário and Casaca (2023), the evaluation of market trends is effective for a business

in getting its target customer base, which further ensures a strategic marketing initiative maintenance. Younger consumers are actively sick of sustainable products that offer opportunities for EcoShoes in managing their business activity and commitment towards production. Along with converting textile waste towards premium footwear, it is possible to manage the recycling of nylon and polyester. As per the report, in the year 2022, the majority of consumers purchasing wear focus on being a little more environmentally friendly compared to the past 5 years. It is seen that 30% of consumers said customers are buying sustainable products, which has an impact on managing the sales activity of the product (Statista, 2025). In this context, converting the textile material into premium products can minimise waste, which can increase the demand for affordable luxury products. The EcoShoes business needs to increase digital engagement in enhancing customer trust and maintain transparency to handle purchasing decisions.

Segmentation

Segmentation type	Description
Demographic	Gen Z customers are most aware of sustainability and product quality in terms of choosing the style segment and products (Tran <i>et al.</i> 2022). Thus, 18-35 years of age group will be the main customer segment for Burberry Plc to sell its EcoShoes.
Psychographic	The values and lifestyle of the UK Gen Z customers for sustainable products will be the main psychographic customer group.
Geographic	The urban areas of the UK such as cities of London, Manchester and Birmingham will be key areas of customer acquisition.

Behavioural	The behavioural trends for preferring sustainable and affordable style segments will be key customer groups for effective market development of EcoShoes.
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Table 1: Segmentation analysis for EcoShoes

(Source: Self-developed)

Targeting

The targeting strategy includes product specific categorisation of customers to include potential customer conversion rate and engagement. According to Graham, C. and Kennedy (2022) mass targeting by the brand advertisers create positive opportunities to retain higher customer engagement and drive product performance in the operational markets. As a result, Burberry Plc and its immense brand awareness in the operational markets will help to influence the purchase intention of existing customer base, impacting the brand development process for EcoShoes positively.

Differentiation

The main purpose of product differentiation is related to acquisition of competitive edges in the operational markets through proposing clothing waste recycling as the main USP of EcoShoes. As opined by Noor *et al.* (2025) portfolio differentiation is effective to create positive customer experience that drive organisational success in terms of brand development and profitability. **EcoShoes differentiate itself by using Burberry's own production waste to create unique, sustainable, low-cost designer shoes.** Therefore, EcoShoes will create a new product pipeline for Burberry to foster increased market share through ***regenerating clothing wastes as the core ingredients*** of EcoShoes manufacturing.

Positioning strategy to differentiate from the competitors

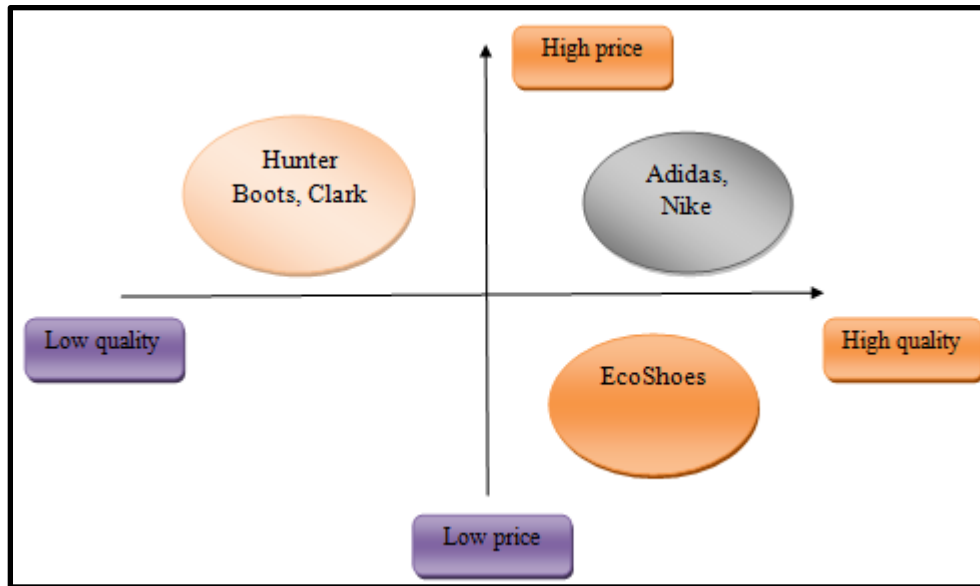


Figure 3: Brand positioning of EcoShoes by Burberry Plc

(Source: Self-developed)

The brand positioning strategy of EcoShoes will be based on high quality and affordable pricing. In this context, Akmal *et al.* (2023) narrated that affordable pricing strategies are crucial to satisfy customer touch-points and preferences that impact branding strategy positively. As a result, the pricing strategic implications for the waste recycled manufacturing process of EcoShoes will leverage brand awareness and **Unique Selling Point** to capture the market gap of recycled shoes at low prices. Hence, quality assurance, endurance and affordable pricing will be main aspects that will create competitive benefits for the EcoShoes over its competitors like Nike, Adidas, Air and other footwear companies.

Element 2: Marketing Mix

The 4Ps of marketing mix represent four vital aspects of marketing, such as product, price, place and promotion, which are required to be developed for achieving business success. According to the description by Xia (2023), marketing strategy is all about a brand's potential to address and meet the needs of target customers through improving product, price, place and promotions. The application of the 4Ps of Marketing Mix is presented below to demonstrate the description of the proposed unique, sustainable, and personalised product of Burberry.

- **Product**

EcoShoes has been chosen as the new category product of Burberry, through which it can achieve its SDG or Sustainable Development Goals-related business target. The sustainable shoes of Burberry will primarily be made by effectively utilising its own production waste to reduce yearly waste generation. Recently, Burberry has committed to bringing real changes at the industry level by making unique differences to achieve SDG (Burberry Plc, 2025). Considering this aspect, Burberry's EcoShoes will be designed uniquely, while the product can reduce production wastes to support sustainable changes. Currently, the UK's fashion industry generates almost 350,000 tonnes of waste from clothing products every year (Waste Managed, 2025). However, the new shoes category of Burberry can effectively solve this waste-related issue of the entire industry of UK industry by reusing waste from clothing products. Therefore, the product will be sustainable at the same time while offering customisation options such as leather-based wastes and cotton-based wastes to manufacture the sustainable shoes.

Burberry will consider quality level products with exclusive features such as personalised choice on raw materials and a unique design of sustainability. As per the views of Hallberg and Eike (2022), Burberry was criticised for its waste management strategy by incinerating its unsold season-specific products while it generated toxic air pollution. This sustainable scandal of Burberry has affected its brand image and reputation in front of target stakeholders. However, the use of EcoShoes can protect the brand image of Burberry by actually reducing the waste without any social and environmental harm. On the other hand, products can reduce the societal and environmental impact of the UK's fashionable clothing industry by reducing production waste. The product will be made by using advanced technological recycling techniques to ensure maximum sustainability in the use of raw materials.

- **Price**

EcoShoes will be available at a comparatively lower price range due to the use of waste clothing products from the production, where investment is minimal. Burberry is a famous luxury brand of the UK due to its expensive product pricing strategy for premium products (Statista, 2025). However, currently the company has experienced a considerable fluctuation in its market revenue due to a lack of a business strategy. For

example, the market revenue of Burberry reduced from 3.10 billion British pounds in 2023 to 2.46 billion British pounds in 2025, while 2.34 billion British pounds in 2021 (Statista, 2025). However, the company can overcome this poor market revenue-related issue after launching its unique sustainable products, which can satisfy moderate to high-income-class people with affordable products.

Burberry's new product category will be designed by conveying the value-based pricing strategy, where products will be available based on the values and quality. The Eco-Shoes will be available at a moderate to high price scale based on the used materials, such as cotton and leather. The personalised product designs will increase the price a little bit to ensure value-based pricing without compromise of product quality. The application of the value-based pricing strategy will help the company to increase yearly sales with additional features to increase its yearly revenue. Apart from this, additional changes for the same-day delivery will help the brand in raising revenue even after offering comparatively affordable products. Moreover, it can be said that the proposed pricing strategy will be beneficial for Burberry to increase its customer base by engaging medium to high-class people with maximum satisfaction.

- ***Place***

The online market will be the main priority of EcoShoes for maximum market availability. Additionally, Burberry will consider direct marketing channels through the official website at the first 2 years of the product launch to understand the market demand and generate market demand for EcoShoes. The purpose of this placement or distribution strategy is to reduce third-party interference, which can help the brand maintain pricing without risk of product quality compromise. Apart from this, the placement strategy will include an online marketing channel to increase the market demand for sustainable shoes and delivery. The application of this placement strategy will help the brand in reducing the warehouse cost and additional charges for third-party delivery. The organisational staff will be responsible for the delivery of the product for at least in the first 2 years. This strategic approach can help the brand to develop positive relationships with the target customers through direct communication from over calls to face-to-face.

- ***Promotion***

Promotional strategy will play a pivotal role in development brand awareness and customer engagement for EcoShoes. According to Seyyedamiri and Tajrobehkar (2021) digital marketing policies are effective to reach the mass population with attractive contents and social media campaigns that induce brand awareness in the operational markets. Referring to this, Burberry Plc can introduce '***#EcoShoes Premium Lifestyle***' campaign in social media platforms like Instagram, Facebook and others. The adaptation of the stated digital marketing policy will share specific brand information like designing methods, recycling products and manufacturing process that will leverage customer trust and loyalty for the brands. Hence, social media digital marketing policy in terms of hash tag campaigns will create greater market exposure for EcoShoes to acquire long-term brand growth in the operational markets.

Element 3: Marketing Strategy Pitch

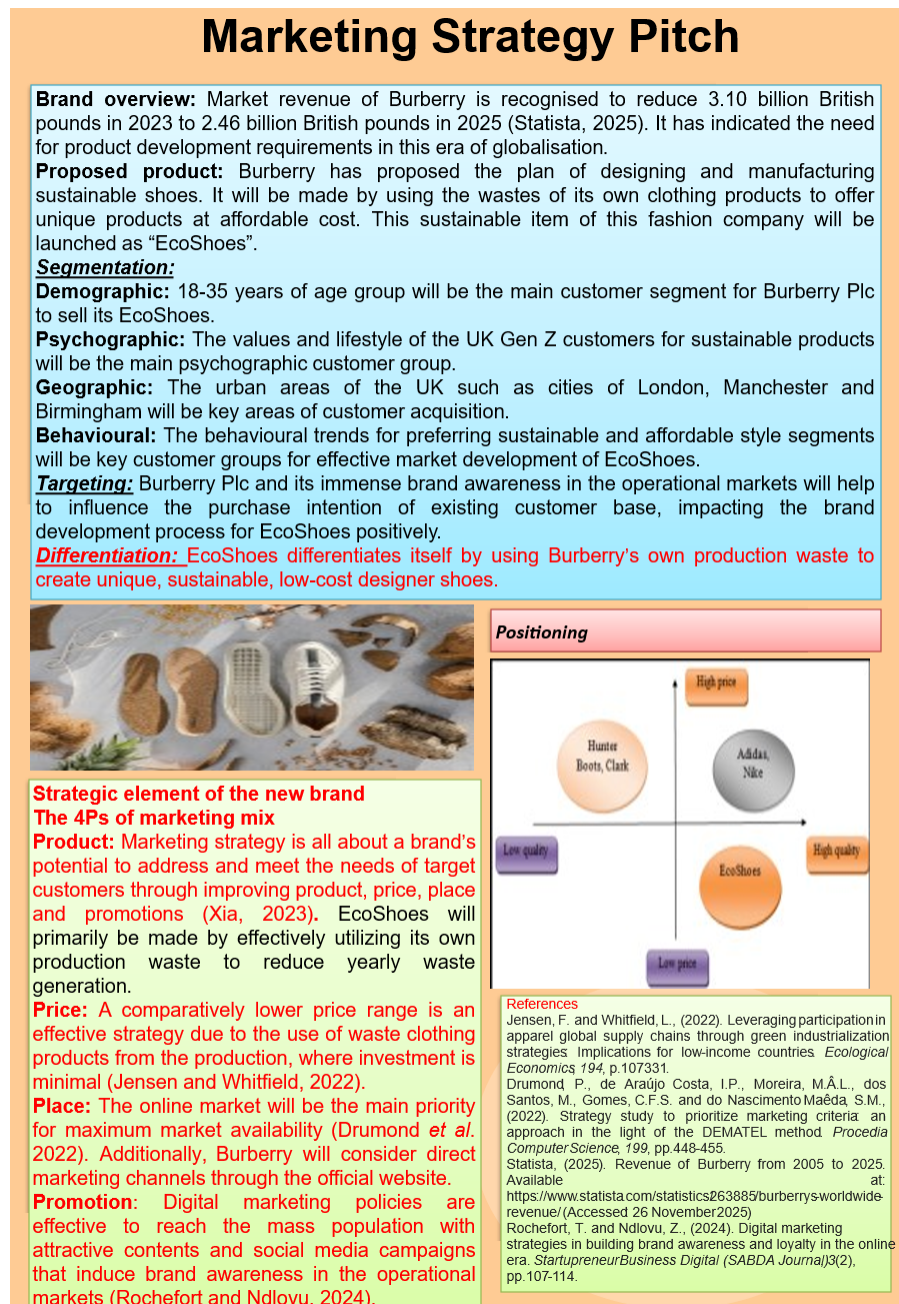


Figure 4: Marketing Pitch

(Source: self-developed)

Brand overview: Market revenue of Burberry is recognised to reduce 3.10 billion British pounds in 2023 to 2.46 billion British pounds in 2025 (Statista, 2025). It has indicated the need for product development requirements in this era of globalisation.

Proposed product: Burberry has proposed the plan of designing and manufacturing sustainable shoes. It will be made by using the wastes of its own clothing products to offer unique products at affordable cost. This sustainable item of this fashion company will be launched as “EcoShoes”.

STDP analysis

- 18-35 years of age group (who are aware about the importance of sustainability) will be the main customer segment for Burberry Plc to sell its EcoShoes.
- The EcoShoes is made with unique ingredients, it's made with production waste, sea waste & land waste, it makes shoes unique, sustainable and produce with low-cost with stylist design.

Strategic element of the new brand

- EcoShoes will be the new category products of Burberry following its SDG or Sustainable Development Goals-related business target.
- Burberry's Eco-Shoes will be available between the moderate to high price scale based on the used materials leather and others.
- The online market will be the main priority for EcoShoes to reach maximum customers.
- Using the slogan ‘#EcoShoes Premium Lifestyle’ campaign in social media platforms like Instagram, Facebook and others, this new product will be promoted.

Element 4: Reflection

Kolb's reflective model

- ***Concrete experience***

During the brand development process, I was responsible for choosing the best-suited product category for Burberry by researching its currently available product features. In addition to this, I was responsible for understanding the current market demand and expectations for Burberry to create a link with the proposed new product category. Apart from this, presenting a pitch at the first stage was included during the process, which made the entire experience exciting for me. Moreover, I experienced some key

challenges due to my limited knowledge of branding by promoting new strategic aspects for more business profits.

- ***Reflective observation***

The overall session was exciting, apart from the challenges, such as limited time for research and market knowledge. During the session, I was nervous due to my lack of business knowledge, such as developing marketing strategies according to changing market requirements. I realised my strengths in teamwork and critical thinking while presenting the pitch based on the proposed product category for Burberry. Furthermore, I noticed that my pitch could be more impressive if I could use my presentation skills accordingly. However, the lack of time management skills has limited the pitch presentation.

- ***Abstract conceptualization***

I have recognised the importance of product innovation within a business organisation to ensure its long term development in the operating market. Burberry's is proposed to design and manufacture sustainable and personalised shoes "EcoShoes" for expanding its market in the fashion industry. It has gathered knowledge on specific segments such as pricing strategic implications for the waste recycled manufacturing process of EcoShoes. It can leverage brand awareness and Unique Selling Point to capture the market gap of recycled shoes at low prices. Critical thinking and decision making are important to deal with a dynamic market environment (Kaggwa *et al.* 2024). Furthermore, applying the cognitive skills, Burberry's EcoShoes will be designed uniquely while the product that can reduce production wastes to support sustainable changes. The knowledge on product development and sustainability can be used for growing business plans in future. Therefore, my business skill can be useful for ensuring my career growth in an effective manner.

- ***Active experimentation***

Proposing the plan of "EcoShoes" to Burberry has reflected the overall business and marketing pitch which have promoted my corporate skill practically. I have analysed that Burberry can effectively solve the waste-related issue in its operational management by reusing wastes of clothing products. In addition, considering quality level products with exclusive features regarding personalised choice on design can attract target

demographic in an effective manner. I have analysed the importance of SDG or “Sustainable Development Goals-related” for meeting the sustainability target in an effective manner. Majeed *et al.* (2022) have stated the importance of promoting product values by following the aspect of sustainability. Furthermore, I can use the aspect of sustainability, waste management techniques and advanced marketing channels to develop a business venture in an effective manner. Thus, I can reflect my business skill through using the experiences of this proposed plan and contribute to social wellbeing.

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