

Marketing Fundamentals

Superdry

Reflection of Blog

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Background

Superdry PLC is a UK popular fashion Brand in international aspect. It is successful result of collaboration between Julian Dunkerton and James Holder. However, the story starts in Cheltenham year 2003. Superdry idea came from trip to Japan between the creators. And step up with flag ship store in the London “scene” at 2011 year. Currently Superdry own many stores in the UK and abroad. (Superdry,2020)



Source by Iy1 Business and Management

Through Porter's Generic model which is to observe advances of Business (Ormanidhi, Stringa, 2018). Superdry focus on differentiation such as uniqueness of design and quality, innovative thinking about to doing things different, high quality raw materials, unique future and benefits. This is the way how Superdry achieve differentiation and, taking competitive advances compeer to the new arrivals (Bhasin, 2018)

Reflection:

POSITIVE

Been gained knowledge trough tactical communication with the target audience, which is main purpose of the blog activity, and how to highlight Business. As well what is behind of successful Brand. I learned that the main stages in the creation of a brand name generally move along the axis: defining the goals of the brand and branding; creating brand name "candidates"; name evaluation; name selection; trademark registration with the brand name.

Moreover, that Brand is a Logo and Brand name, and this is unique design which identify products or brand and differentiates it from its competitors. I learned how products could be introduced into existing market and how can influence to reinvestment (Magaline, 2019)

I have been gained knowledge about how the values stimulating or motivating internal and external stakeholders to achieve Superdry mission and long perspective goals (Skrba, 2018)

From the accomplishment I improved range of different interpersonal skills which are crucial for future performance of manager or owner of the Business. (Boulet, 2015) such as:

Time management skills

Researchers skills

Planning skills

Communication skills

Teamwork skills

Patients skills

Leadership skills

NEGATIVE

Different opinions about the topic and performance the task

Missing of physical place

Difficult surrounding situation distracts my concentration and performance

PRODUCT

The Superdry brand has been on the market for over 30 years. Its products are known all over the world. They have extraordinary handwriting and style and have a solid following of loyal customers because the brand is not only a fashion but also an understanding of life, the group you belong to, the values you share.

Superdry uses the benefits and security that vertical diversification gives. This will keep them out of losses and increase assets (Kotler, P., et al. (2020, p.46). Their approach involves:

- work directly with suppliers to provide 100% organic cotton to the company
- training young people worldwide and attracting them to work in the company
- use of 100% renewable energy in the business and providing a direct connection with suppliers and franchise companies

The entire program is run under the name Super Responsible 40 (Corporate. Superdry. com 2020).

In my opinion, Superdry uses two marketing strategies. In terms of product development, attracting new customers and reaching new markets, the company uses a Hybrid architecture of the branding with ad hoc strategic manifestation. An indicator is a collaboration between Superdry and Idris Elba.

Regarding the implementation of the Super Responsible 40 program, the company uses a Corporate umbrella to increase its security and engage its smaller partners with its brand (Santos Junior, 2018, pp. 1483465).

REFLECTION - what did I learn from my work?

I met with an attractive, stylish and well-known brand of products and a company that I think has vitality. Up to this point, I did not know the Superdry brand except as a name found in stores.

I got to know better about the colleagues I worked. I improved my research skills, timetable planning skills, communication skills, teamwork skills, interpersonal skills. I feel more confident and satisfied with my work and more

responsible I've for my development and training. All the skills brought were positive for me.

Perhaps negative is the situation now, which does not allow personal meet on the team. Challenge front me was to insert the photos in the blog, and I think it is had a positive and negative impact over me, but I am pleased with my work.

Superdry used penetration pricing strategy intending to gain the market share by initially setting the price of the product at a low cost for increasing the customer base. This pricing strategy used to capture the larger market share, create brand loyalty, attracting customers from the competitors, creating demand for the product and utilizing the economies of scale. Also, the benefit of this is to drive competitors out of the market. This strategy works better when there is little product differentiation, demand is price elastic, and the product is suitable for the mass market. The cost-plus pricing refers to adding a mark-up to the cost of the product for arriving at the selling price (Young, 2017). This pricing method does not consider the demand for the product and competition prevailing in the market before setting the cost of the product. Thus, the principle of price elasticity applied along with cost-plus pricing.

Thus, the price strategy of Superdry is beneficial in increasing its customer base, enhance brand loyalty which results in a global positive brand image.

Reflection

When we decided to write a blog post about Superdry, I was not very familiar with the brand. I was anxious that because of social isolation and the inability to attend the university with my colleagues, we would not be able to exchange the information we needed. It turned out that everyone was a serious and responsible team member. With just a few conference calls, I was able to make a plan to follow. For the preparation of my section of the blog post, I have the first list of topics to cover. Based on this, a plan is formed in a structured way. First, I have identified the key customers of the brand Superdry and how it has segmented that target group (Vinerean, 2017). So, a complete market segmentation, targeting and positioning of the brand is carried out. Preparing for this blog post has helped me in sharpening my research skills and in getting immense knowledge about the brand and marketing strategies used by them for pricing.

Place (Miroslava Tosheva ID:1907385)

Place of distribution is one of the elements of the marketing mix. Multichannel promoting is the execution of a solitary procedure over numerous channels or stages, in this way augmenting chances to interface with clients who are imminent. There are different channels, such as e-mail, retail stores, print advertisements, web sites, portable applications, limited time events, informing via SMS, a bundle related with an item, or verbal. (Riaz, Waheed and Tanveer)

Reflection

Have you ever asked the question what does team and teamwork mean? Probably many times. For me to be part of a team means that a group of people coming together to achieve their own goals, and teamwork is nothing more than sharing the process to the end of the task. This semester I was part of a team of five girls. In these difficult times we managed to synchronize our ideas, plans and to help each other. Thanks to the internet we could meet on Microsoft teams and submit our course works on time. Working in a group is not that easy, but this semester I really enjoyed it. Personally me, I find it very beneficial and I can say that I consider myself as a team player.

The advantages were:

- Practicing the communication skills which I have
- Chance to improve my organisation skills
- Developed my listening skills
- Challenge to find the right topics of articles for my part

The disadvantages were:

- Missing the live contact with my class mates
- Time consuming

As a conclusion I can say that it was great experience. I have never been happier to be part of a team before. I believe that in future we will be together again in the same group ready to meet another challenge.

The company is using the good strategy of digital marketing and social media. Helping to influence the community with partners such as famous actors, popular sports collection, seasonal promotion. Sponsors the influencers to help them expand their reputation and promote the company, they as well hire ambassadors. They as well sponsor content creators for advertising purpose. Its has a strong partnership with the NYC collective, Purple, Surgery, Schroder. Holds good reputation with this companies. By creating events via social media to reward fans with products and this way they promote themselves. (Superdry Presentation, 2017).

Reflection

Positive :

I found out more about how its work the promotion in the big company, how is using the push and pull strategy to have better advertising and influence more customers as well in the digital marketing.

I learn a lot of the new skills such as research skills, communication skills, leadership skills, good time management, very good team work. As well I am so proud of our team how we collaborate a good job and find the way to get in touch and exchange information between us to create our blog and report. Because of the situation with the virus at that moment we had a more time to do our job and give the best in our work.

Negative:

I think the negative in this challenge was that we didn't have the direct contact each other and it was little difficult to be creative, because we miss the social contact as well the actual university life.

In conclusion I am very happy of my team and work which we done. I am sure that we are the best and we will continue as a team in the future and getting better in our work and experience.

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