



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name: Kopil Uddin

Student ID: 2434290

Module Name: Marketing Management

Module Code: LCMB7024

Lecturer's Name: Dr Laila Maazouz

Work Count: 2743

Term 1

Context

Section	Page No.
Introduction	1
1. STDP Analysis for VoltWear	1
1.1 Segmentation	2
1.1.1 Demographic Segmentation	2
1.1.2 Geographic Segmentation	3
1.1.3 Psychographic Segmentation	3
1.1.4 Behavioural Segmentation	4
1.2 Targeting	4
1.2.1 Targeting Strategies	4
1.2.2 Recommended Target Market	4
1.3 Differentiation	5
1.4 Positioning	5
2. Marketing Mix (7Ps)	7
2.1 Product	7
2.2 Price	8
2.2.1 Cost-Based Pricing	9
2.3 Place	12
2.4 Promotion	13
2.5 People	13
2.6 Process	13
2.7 Physical Evidence	14
3. Poster	15
4. Reflection (Gibbs Model)	16
4.1 Strength	16
4.2 Weakness	16
4.3 Action Plan	17
Conclusion	20
Reference List	21

Introduction

In today's fast moving global market I've discovered that a company's ability to maintain its edge really comes down to keeping its internal strengths aligned with what new consumers want (Hooley et al., 2020). This paper takes a closer look into the planned launch of "VoltWear," a brand extension from the digital fashion giant ASOS. VoltWear's cool idea is to create a stylish jacket using sustainable materials with a removable USB charging port to turn the piece into a practical gadget that meets the modern shopper's need for both mobility and tech connectivity.

Using the Segmentation, Targeting, and Positioning (STDP) framework, I've examined whether targeting tech savvy and eco friendly city professionals (Kotler et al., 2020) makes sense for VoltWear. I also laid out a detailed 7Ps marketing mix that presents how ASOS would utilize their online tech stack to market VoltWear not as clothing, but as an essential tool in the lifestyle of the "always on" customer (Kotler, Keller & Chernev, 2021).

1. STDP Analysis for VoltWear

The STDP framework is based on Segmentation, Targeting, Differentiation and Positioning. This section outlines the strategic marketing plan for VoltWear, a sustainable jacket that comes with a detachable USB charging port - think of it as your new study Buddies for late night lectures. (Schmidt and Pioch, 2004)

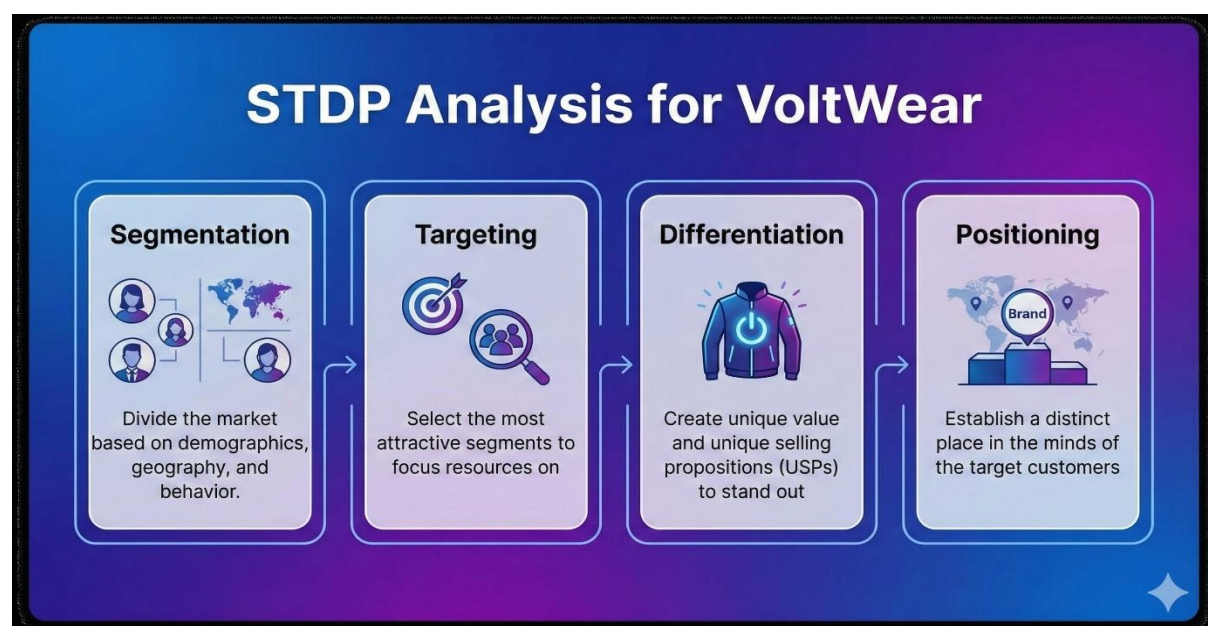


Figure 1: VoltWear Strategic Roadmap: The STDP Framework

1.1 Segmentation

Market segmentation is basically cutting up the broad market of our concern into smaller groups of people who shares similar needs or traits so that we could be able to spread our resources more efficiently and really get what our customers wants.

1.1.1 Demographic Segmentation: This variable splits the market on the basis of some measurable stats.

Age: 20-35, focusing on Gen Z and Millennials who represent digital natives and obvious fashion-fleas.

Gender: Unisex design, so everyone can rock it.

Income: Middle to upper middle class that can afford premium, sustainable techy clothes.

Occupation: Students, young pros, commuters -- just about anyone on the go who needs his or her phone charged up while on the run.

Education: College - or - university - educated folks who appreciate sustainability.

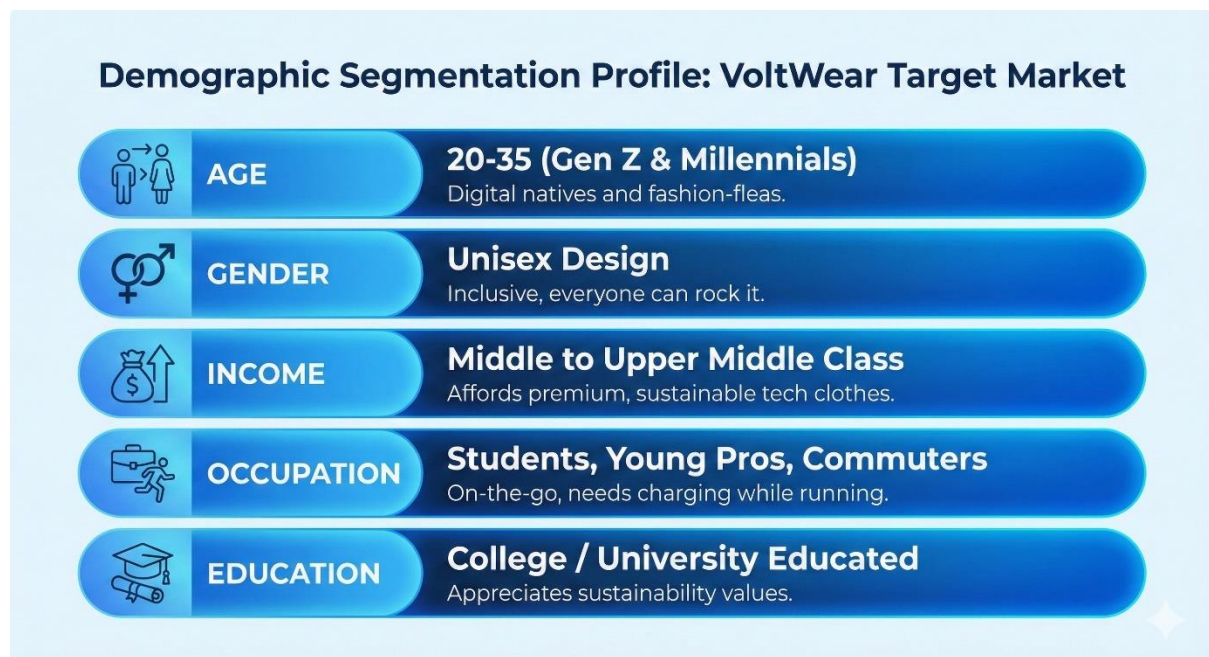


Figure 2: The VoltWear Consumer: Defining Our Core Audience

1.1.2 Geographic Segmentation: This is focusing on the location of people living and working.

Region: Urban and semi - urban cities where commuting and outdoor activities are normal thing.

Climate: Cool or temperate places (e.g. UK, Europe, USA, Australia) that you actually need a jacket.

Location: We're looking to get into markets with high environmental awareness and high tech adoption, because those people are going to get why this is a win.

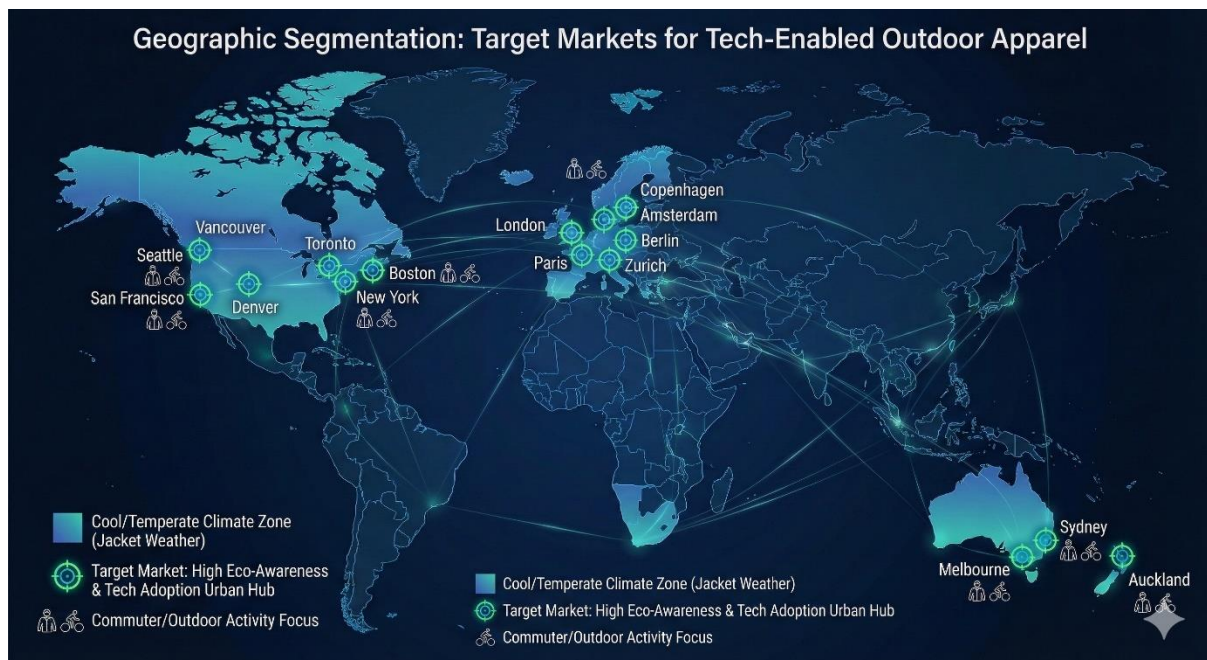


Figure 3: Strategic Geographic Segmentation: High-Potential Markets for Eco-Tech Outerwear

1.1.3 Psychographic Segmentation: This divides the consumers on the basis of their lifestyle, values and personality.

Lifestyle: "Modern, active, tech-friendly" types who keep busy and on the move.

Values: Eco-conscious shoppers who care as much about sustainability as they do about convenience.

Personality: Early adopters, trendsetters, green influencers.

1.1.4 Behavioural Segmentation: Behaviour of people around the products.

Benefits Sought: Functionality (charging), Sustainability of materials (recycled), Sleek design.

Usage Rate: Weekend warriors and daily commuting students who wear jackets a lot.

Loyalty Status: Customers who shop online on ASOS and have faith in online fashion.

1.2 Targeting

Targeting means selecting the specific segments on whom we want to strike with our messages.

1.2.1 Potential Targeting Strategies:

Undifferentiated (Mass) Marketing: Address the entire market as one chunk - no market segmentation.

Differentiated (Segmented) Marketing: Make different offers to different segments.

Concentrated (Niche) Marketing: Target a large segment of market or a few small segments

Micromarketing: Customize products for individuals or groups of people in a specific area.

1.2.2 Recommended Target for VoltWear: We'll go with the Differentiated (Segmented) Marketing approach. This allows for ASOS to reach the "tech-savvy" and "eco-conscious" groups that have been identified earlier. Mass marketing seems too generic for a premium, feature-heavy jacket, while niche marketing is too narrow for a brand such as ASOS. By differentiating we can tailor the mix to meet urban pros and eco - youths and deliver top-value to both.

1.3 Differentiation

Differentiation is all about identifying the peculiar edges which drive real value.

Product Differentiation: The unique characteristic of VoltWear is that it is a detachable USB port - light, safe, and washable.

Sustainability: Added use of recycled buttons, zips, fabric, and labels makes it stand out from regular tech-wear, and will score with green buyers.

Brand Image: We rely on the street way appeal of ASOS, with a tech function added.

1.4 Positioning

Positioning is about creating a bright, unique place for the product in the mind of the consumer.

1.4.1 Positioning Statement: To The modern urban explorer (Target), VoltWear is the fashion brand (Category) giving limitless freedom (Benefit) as it harmoniously integrates sustainable power into everyday style (Reason to Believe). VoltWear projects the "Never Power Down" vibe, sitting on the crossroads of high tech and high sustainability.

1.4.2 Perceptual Map: VoltWear is in the high tech/high sustainability quadrant - different from the competition who provide either technology without green creds, or fashion without technology. This spot brings out its special proposition in the market.

Marketplace Positioning Map

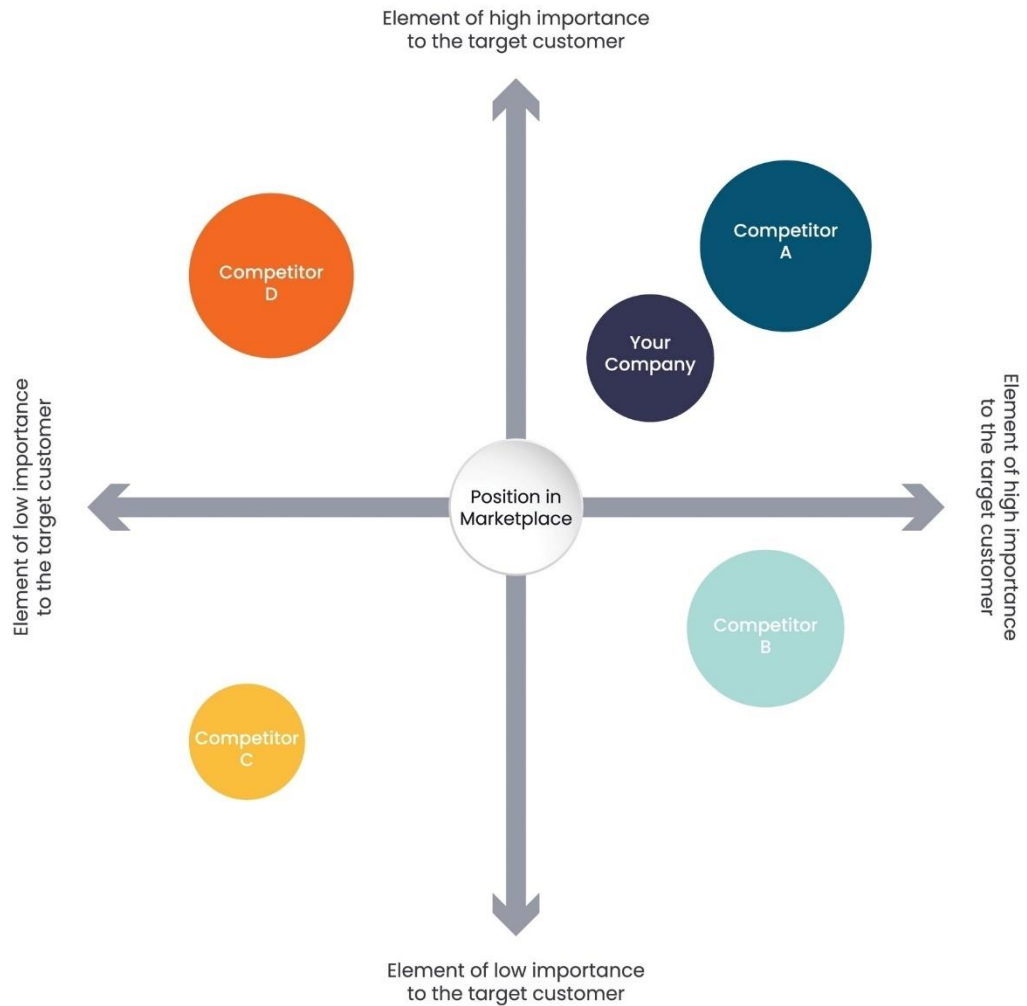


Figure 4: Marketplace Positioning Map

2. Marketing Mix (7Ps)

The Marketing Mix is basically the toolbox a brand takes out and gets the kind of response they want in the market. Since VoltWear is sort of a spin-off from ASOS, which is all about online shopping first, this 7Ps version really hits home when you think about the service driven nature of the biz. (Wu and Li, 2018), (Parmer, Dillard and Lin, n.d.)



Figure 5: VoltWear (Smart Jacket Brand) Strategy Development

2.1 Product

A product is simply anything that you offer to satisfy a need or desire. For VoltWear, you gotta go past the jacket and pack a whole solution for the busy, battery obsessed students out there.

2.1.1 Core Customer Value

At the most fundamental level, the buyer isn't purchasing a jacket-they're purchasing the freedom to be plugged in all day. Marketing talks about products solving problems and VoltWear takes the "battery anxiety" hip-pop notion of not having to lug around a bulk power bank, allowing you to stay "always-on".

2.1.2 Actual Product

This includes the actual look and feel of the thing.

Features: A cool jacket that fits a "lightweight, safe, washable" USB charging port into the pocket (Poster).

Design: Unisex, vibes recycled stuff (buttons, zips, fabrics) to match with eco - friendlies, socially - aware shoppers (Poster).

Brand Name: "VoltWear" is easily distinguished, but does not feel out of place amongst the ASOS family.

Packaging: Eco-packaging that screams quality and fits the ethical vibe of the brand.

2.1.3 Augmented Product

Any of the additional advantages that come with the jacket.

Warranty: A warranty against the USB bit to reduce the risk.

Support: ASOS provides hassle-free shipping and return policy.

After-sale service: How-to guides for care and tech maintenance.

2.2 Price: Cost-Based vs. Value-Based Approaches

Pricing will be important in the positioning of Volt Wear. Cost based pricing is simply calculated by adding up all production expenses (such as recycled fabric, electronic elements) and adding a percentage mark up. Although it is easy, it somewhat disregards the desires of the customers. Conversely, value-based pricing bases the price on the level at which the customer believes the product has value to him. In the case of Volt Wear, I would suggest a value-driven strategy since the patented solution

to battery anxiety is capable of attracting a price that is significantly over and above the simple cost of making such a product.

Cost Based Pricing versus Value Based Pricing

Cost-based pricing



Value-based pricing



(Kotler *et al.*, 2020)

Figure 6: Flow chart of Cost-Based Pricing versus Value-Based Pricing

2.2.1 Cost-Based Pricing

The cost-based pricing essentially involves adding all the cost to the product the cost of production, distribution and selling and then gouging an extra mark-up just to get the money going. In the case of Volt Wear, which floor price is somewhat more expensive than the usual ASOS apparel due to two large factors: we have used legit-certified technology (USB stuff) and we have used recycled rPET to make the fabrics, which are fair-trade and environmentally friendly.

And a typical ASOS AS4000 jacket will sell itself at PS45-PS55, but this price point serves to inform us of the reason we are going to be selling Volt Wear at PS89.99. It is a more affordable upscale shift - too expensive to claim that it is the best of the best and sustainable, but at the same time affordable by the student budget of Gen Z. (Hooley et al., 2024)

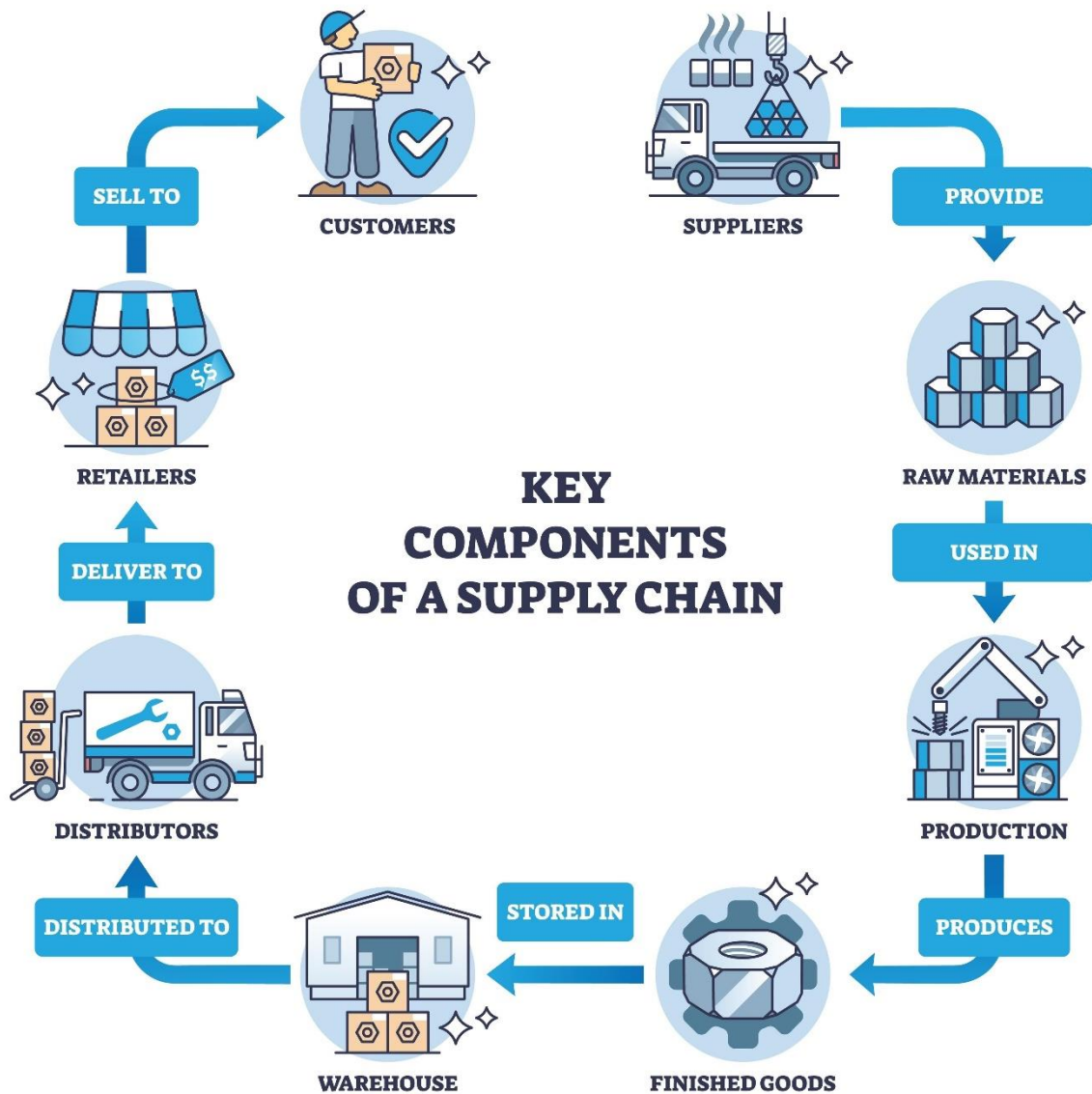


Table 1: Unit Cost Breakdown (Estimate based on 10,000 unit batch) (Ramos, n.d.)

Cost Component	Process Detail	Est. Cost (GBP)	Comparison to Standard ASOS Item
1. Raw Material Sourcing	Collection & Processing: Cost of collecting plastic bottles, cleaning, shredding into flakes, and polymerisation into rPET yarn. Includes zippers and buttons made from recycled metal.	£18.50	High: Standard polyester is approx. £6-£8. Recycled fabrics carry a ~150% premium due to processing complexity.
2. Technology Integration	Hardware: Waterproof detachable USB module, safety-certified wiring, and insulation layers (IP67 rated).	£12.00	New Cost: This is a unique cost centre not present in standard apparel.
3. Manufacturing (Labour)	Ethical Assembly: Higher labour cost for specialized factories capable of integrating electronics into textiles (Smart Garment manufacturing).	£10.50	Moderate: Slightly higher than standard fast-fashion assembly due to technical complexity.
4. Marketing & Ads	Campaign Allocation: Digital ad spend (Instagram/TikTok), influencer gifting, and launch event costs spread across the batch units.	£8.00	High: Launching a new sub-brand requires heavier upfront promotional investment than maintaining existing lines.
5. Logistics & Packaging	Sustainable Distribution: Plastic-free, biodegradable	£4.00	Moderate: Sustainable packaging costs

	packaging and carbon-neutral shipping offsets.		approx. 20% more than standard poly-bags.
TOTAL UNIT COST (Ex-Factory)		£53.00	<i>Standard ASOS Unit Cost: ~£20.00</i>
Markup (Margin)	Profit Margin (~41%): To cover ASOS corporate overheads, R&D recovery, and net profit.	£36.99	Standard fashion markups are often 60-70%; we accept a lower % margin to keep the price accessible.
FINAL RETAIL PRICE (RRP)	Psychological Pricing Point	£89.99	Premium: +63% higher than the avg. £55 ASOS jacket.

Strategic Justification

Ok, it is not simply the profit gained by VoltWear by adding \$35.00 to the cost of a standard jacket; this is largely due to the green Premium (recycling tech) and Tech Utility (the equipment within). In the event we were to present the figures with transparency, such as a Price of Sustainability breakdown on our site, ASOS can justify the added price, turning the high price into a possible weak point into a real selling point: valid quality and positive ethics. (Putri and Dahruji, n.d.) (Yudelso, 2007)

2.3 Place

Place is all about getting the product in the hands of the right people.

Channel Structure: Direct marketing - sell directly to users through ASOS.com, middlemen are not used.

Vertical Marketing System (VMS): Corporate VMS implies the control of the chain by ASOS.

Perks: More control over brand and better customer data, reduction of costs due to eliminating wholesalers

Digital Reach: With 90% of students scouring online, putting the jacket on ASOS's global site opens UK, Europe, USA, Australia right away (Poster).

2.4 Promotion

Promotion is the means by which you yell the value to the target buyers.

Integrated Marketing Communications (IMC): ASOS needs to synchronise the entire set of interactions to communicate a coherent message: "Power Your Style".

Tactic: Pull strategy - fire the message head on end consumers to make them buy.

Mix Elements:

Digital Ads: Target Instagram and TikTok a

s to the 20 - 35 age cut.

PR: Send jackets to tech and fashion influencers for some media buzz and validation.

Sales Promo: Introduction of "Limited Period Offers" to stimulate early experimentation by hesitant customers.

2.5 People

Staff matter big in service; lean businesses.

Training: ASOS support reps need to know the tech specs of Volt (compatibility, safety, wash tips) so they can help without fumbles.

Culture: The marketing crew and the brand ambassadors should vibe with "Modern, active, tech-friendly" to keep things real with the target crowd.

2.6 Process

Process is a system that provides the service.

UX: The ASOS app/site should make buying a breeze with good tech specs and size guides to reduce the uncertainty.

Logistics: The detachable tech does mean that reverse logistics will need to be solid - staff check for the USB on returns before refunding.

CRM: Automate post-purchase emails with "How to Charge" guides to build stronger customer relationships.

2.7 Physical Evidence

Physical Evidence: Physical evidence is all the tangible elements which affect the perception.

Online presentation: Since customers can't try it on, use high vid sprites, video demos of charging port and 360 degree shots to prove quality.

Packaging: Delivered in branded, eco-friendlier stock that communicates the "Sustainability" promise and denotes the premium nature of the brand.



Figure 7: Marketing Mix (7Ps)

VOLTWEAR

POWER YOUR STYLE

Existing Brand: ASOS
New Brand:
VoltWear

Product: Jacket with detachable USB charging port

Product development

- Use recycle materials (button, zipper, fabric, labels, etc)
- Use USB charging port (lightweight, safe and washable once detached)

Target Market Segmentation

Segmentation Type	Details
Demographic	- Age: 20–35 years - Gender: All genders (unisex sizing & styling) - Income: Middle to upper-middle
Geographic	- Region - UK, Europe, USA, Australia. - Area - urban and semi urban cities. - Climate - Mild to cold climates where people worn jacket regularly.
Psychographic	- Lifestyle - Modern, active, tech friendly. - Personality Early adopters, eco-conscious
Behavioral	- Benefits - functionality, sustainability, Modern design. - usage rate - Frequent device users and Jacket wearers - Loyalty - Customers who prefer ASOS and trust online fashion platforms

Marketing Mix (7Ps)



VoltWear Power Your Style

A jacket that never lets you run out of battery, or attitude. Sustainable. Technical. Effortlessly cool.
From London to Tokyo, the world stays charged.
VoltWear. The future is on.

4. REFLECTION

This reflection is an evaluation of the strategic development of a new sub-brand known as VoltWear based on Gibbs Reflective Cycle and critically comparing the new sub-brand with the existing brand, ASOS.

4.1 STRENGTH

I believe that the primary asset in this project is the alignment of the brand extension with the brand equity of ASOS, in particular its leadership among the Gen Zers and Millennials. With the help of psychographic segmentation, I could nail a sub -segment, tech-savvy and environmentally friendly, that fits into the existing customer base of ASOS, but demands greater functional utility. The option of launching VoltWear through ASOS instead of independently, provided us with immediate penetration in the market through previously optimized digital channels and logistics network. This alliance reduces these typical risks of a new product launch since the distribution channels (Place) is already geared towards the target population.

4.2 WEAKNESS

A major challenge was to align the pricing strategy of VoltWear with that of ASOS that had already secured a market presence. ASOS is predominantly perceived as a low-end, fast-fashion store with low-price, trend-based items, whereas VoltWear should have an opportunity to use a value-pricing model to fulfill its technology and environmentally-friendly fabrics. My initial push to explain a market-skimming price was not in line with the discount-oriented culture of the site. Premium nature of the VoltWear must be distinctly differentiated with the core ASOS range otherwise there is risk of channel conflict/ confusion and a resultant price sensitivity of the core customer base.

Table 2: Strengths and Weaknesses Compare Existing Brand ASOS

Strategic Dimension	Strength (Alignment & Leverage)	Weakness (Conflict & Challenge)
Brand Equity	Leveraged Authority: Capitalises on ASOS's established leadership among Gen Z and Millennials to instantly validate the new extension.	Perception Gap: ASOS is perceived as "low-end fast fashion," which contradicts Volt Wear's need for a premium, high-utility image.
Segmentation	Psychographic Precision: Successfully identified a "tech-savvy, eco-friendly" sub-segment that exists within ASOS but craves greater functionality.	Audience Dissonance: The core ASOS customer base is conditioned to price sensitivity, potentially resisting the premium cost of tech-integrated wear.
Distribution (Place)	Risk Reduction: Launching via ASOS provides immediate market penetration using optimized digital channels and logistics (Place).	Differentiation Risk: Without clear separation, there is a risk of consumer confusion between standard ASOS items and the specialized sub-brand.
Pricing Strategy	Value-Based Potential: The unique "tech + eco-fabric" utility justifies a higher price point than standard apparel.	Strategic Clash: An initial "Market-Skimming" strategy conflicts with ASOS's inherent "discount-oriented culture," risking alienation.

4.3 ACTION PLAN

To close the gap in prices, I will put more emphasis on the widened Marketing Mix, particularly Physical Evidence and Process. Contrary to regular ASOS products, VoltWear requires highly informative material (e.g. washing instructions of tech parts) to support its value. In the future, I will consider the Service-Dominant Logic to position

VoltWear as a brand that is more than a product, but a service facilitator as a provider of connectivity. I will also explore the research on price elasticity in order to establish precisely how much the ASOS clients can afford functional innovation.

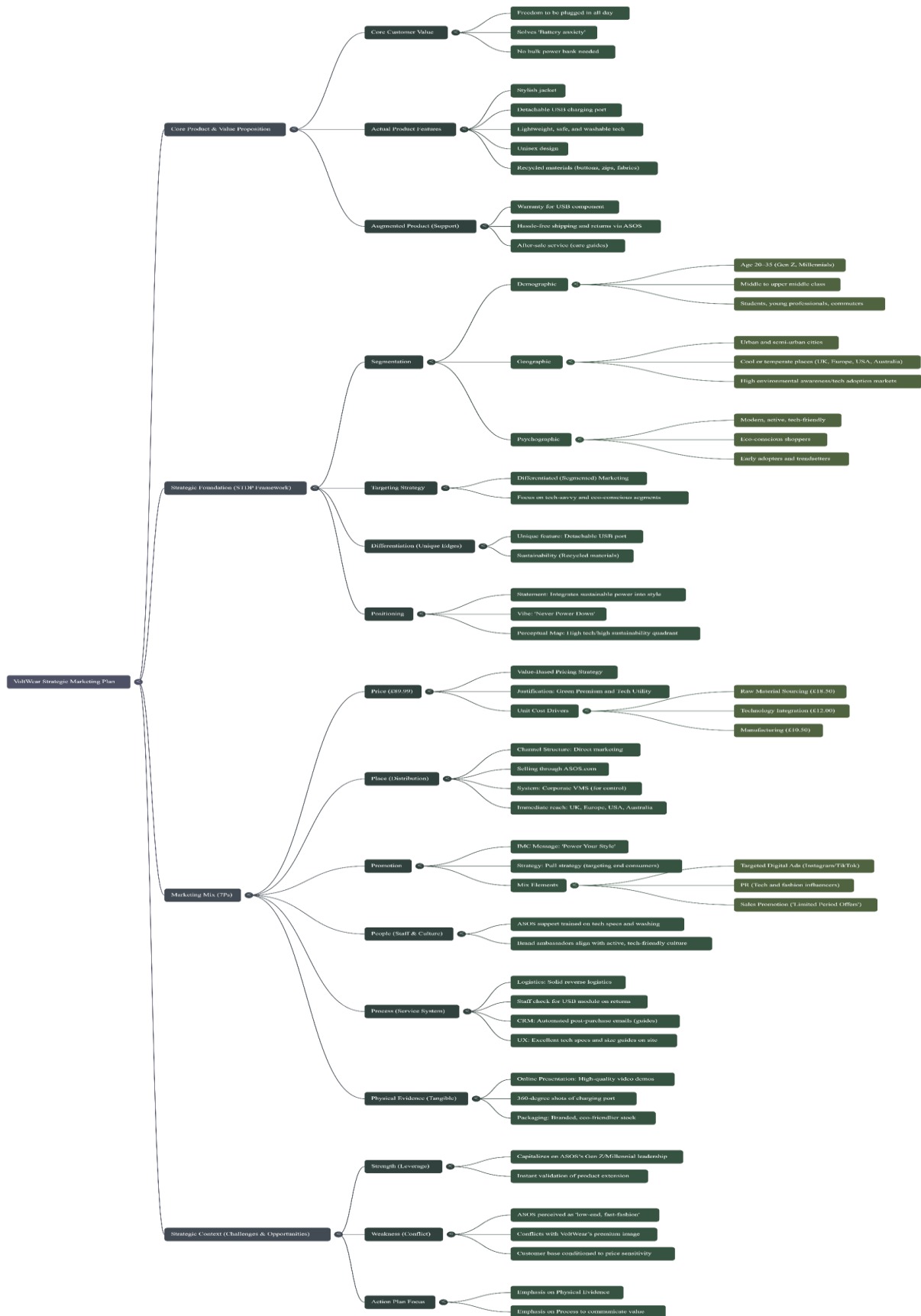


Figure 8: Mind Map VoltWear Strategic Marketing Plan: Powering Style

Conclusion

In essence, this portfolio has compiled a strong strategic marketing plan of VoltWear to be a high-end brand extension of ASOS. Through intensive research on the STDP system, we hit a nail on the head of a specific segment of tech-savvy/eco-conscious customers, this allowed us to formulate a differentiation strategy built around a functional innovation and sustainability. The 7Ps Marketing Mix illustrates that ASOS can leverage their existing digital infrastructure to deploy the direct-to-consumer distribution model so that it has a closer grip and increased operational efficiency.

The brand literally addresses the primary issue of the target market mobility and connectivity by using the value-based pricing and the pull promotional strategy. Ultimately, by developing its product offering to address emerging consumer challenges, VoltWear demonstrates that a business can maintain a competitive advantage in the market due to the quality of its value offer in the current dynamic global market.

Reference List

- **Hooley, G.J., Nicoulaud, B., Rudd, J.M. and Lee, N. (2020)** *Marketing strategy and competitive positioning*. 7th edn. Harlow: Pearson.
- **Hooley, G.J., Piercy, N.F., Nicoulaud, B. and Rudd, J.M. (2024)** *Marketing strategy and competitive positioning*. 8th edn. Harlow: Pearson.
- **Kotler, P., Armstrong, G., Harris, L. and Piercy, N. (2020)** *Principles of marketing*. 8th European edn. Harlow: Pearson.
- **Kotler, P., Keller, K. and Chernev, A. (2021)** *Marketing management*. 16th edn. Harlow: Pearson.
- **Parmer, L.L., Dillard, J.E. Jr. and Lin, Y-C. (n.d.)** 'The 8Ps Marketing Mix and the Buyer Decision-Making Process'. doi:10.33423/jmdc.v15i4.4774.
- **Putri, T.A. and Dahruji (n.d.)** 'Analisis Strategi Pemasaran Pada Penginapan Syariah Ikhlas Beramal Bangkalan Ditinjau Dari Etika Bisnis Islam'. doi:10.37812/xqp6c086.
- **Ramos, J.K.D.G. (n.d.)** 'The Effectiveness of the Marketing Mix Used by Penshoppe in Terms of Product, Price, Place, and Promotion: A Literature Review'. *Journal of Philippine Association of Institutions for Research*. doi:10.7719/jpair.v62i1.958.
- **Schmidt, R.A. and Pioch, E.A. (2004)** 'Community pharmacies under pressure: issues of deregulation and competition', *International Journal of Retail & Distribution Management*, 32(7), pp. 354–357. doi:10.1108/09590550410541471.
- **Wu, Y-L. and Li, E.Y. (2018)** 'Marketing mix, customer value, and customer loyalty in social commerce: A stimulus–organism–response perspective', *Internet Research*, 28(1), pp. 74–104. doi:10.1108/IntR-08-2016-0250.
- **Yudelso, J. (2007)** 'The keys to marketing green – Part 2', *Consulting – Specifying Engineer*, pp. 27–30.