



H&M Group Presentation

Digital Skills and Research Methods(BMSW4003)

Date: 21.08.2022





Participants and Key points

1. *Crap Costel Alexandru - id: 2132995 (Background of the organization)*
2. *Simona Mihaela Ciubotaru - id: 2127637 (The challenges before the introduction of modern technology)*
3. *Mihaela Ruxandra Iancu - id: 2133740 (Insights to the modern technology introduced)*
4. *Dumitru Ciprian Iancu - Id: 2133738 (The impact of the technology introduced)*
5. *Dionisie Andrei Tiron- id: 2130488 (Lessons that can be drawn from the case study)*



Background of the organization



- ❖ *The H&M institution is Swedish multinational organization that specializes withinside the retail sale of apparel.*
- ❖ *In 1947, when Erling Persson opened the doors to his first store in Sweden, he established the corporation that would later bear his name.*
- ❖ *By the end of the year 2020, H&M had a total of 5,018 shops spread out throughout 74 nations and six continents.*



- ❖ *Hennes & Mauritz (H&M) sells clothes, accessories, footwear, cosmetics, and home textiles.*
- ❖ *Towels, bed linen, curtains, and other types of home textiles are included in H&M's assortment of home goods known as H&M Home.*
- ❖ *COS is a European retailer that specializes in the creation and sale of apparel, footwear, belts, and jewelry for both men and women*



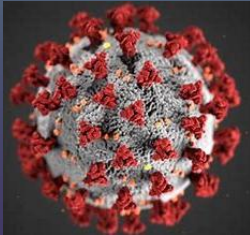
- ❖ *H&M opening first U.S store on 31 March 2000 on Fifth Avenue in New York , marked the start of its expansion outside of Europe.*
- ❖ *H&M operated 2,325 stores at the end of 2011 but at end of August 2012 they operating 304 new stores, bringing the total of 2,690.*

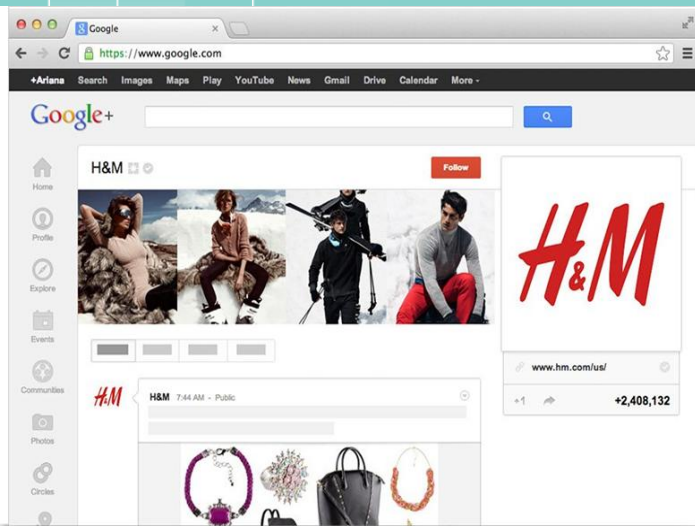




The challenge before the introduction of modern technology

- ❖ *The epidemic of the coronavirus shocked the whole globe, but it especially shook up companies that depend on direct connection with their customers.*
- ❖ *Companies like as H&M, who were thrown into a situation they had never encountered before, undoubtedly had a significant effect as a result of the event.*



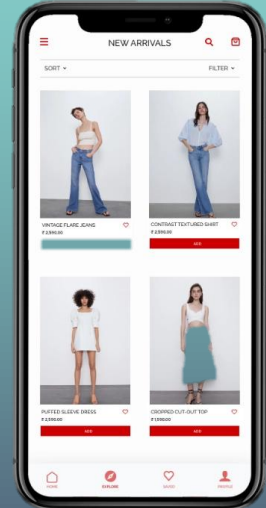
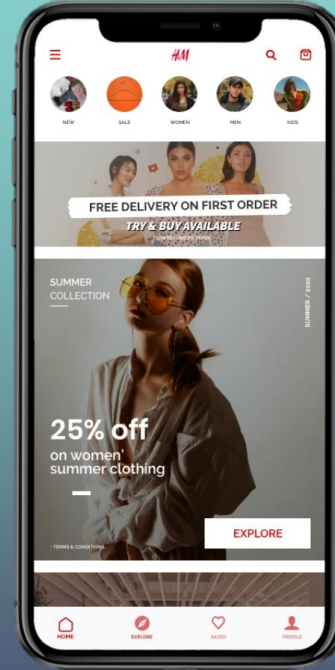
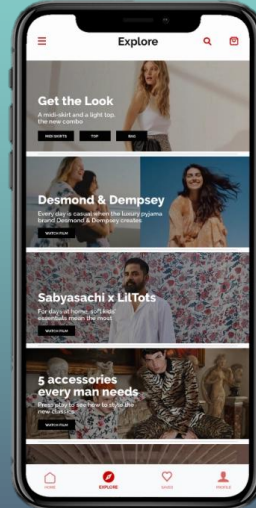


- ❖ *H&M created a new website and mobile app with capabilities aimed at improving shoppers' online and in-store retail experiences to provide customers with convenience during the pandemic.*
- ❖ *The hm.com website has been automatically updated with all of the new features; however, users of the H&M mobile app must take these steps.*



- ❖ *Payment is accepted via PayPal, and clients may use the Scan & Identify barcode scanner to locate goods that may be sold out locally.*

- ❖ *Rate and Review, which allows customers to rate and review products, free returns to shops, live chat, more shipping options, and the #HMxME social gallery are some of the other new features.*



Insights to the modern technology introduced

- ❖ *New technology makes it possible to interact with customers in completely novel ways.*
- ❖ *Virtual fits could not only provide a new dimension to the shopping experience but also increase accessibility and decrease product returns.*



- ❖ *In order to better balance supply and demand, new technological solutions may be useful.*
- ❖ *The AI tool Movebox, an algorithm that permits redistribution of goods to areas where there is demand, was introduced by H&M Group in 2020.*
- ❖ *In the future, adopting this algorithm will also enable quicker responses to shifts in consumer preferences, which will reduce oversupply.*



- ❖ *Big data is also being used by H&M to forecast trends months in advance.*



- ❖ *However, cutting-edge technology may also be a huge help in the shift to more circular business practices in the fashion industry, for example during the period of design.*

- ❖ *When conventional drawings and physical samples are replaced with 3D-based design manufacturing, there is a huge potential for a reduction in the amount of fabric that is wasted.*





The impact of the technology introduced



- ❖ *With its pledge to employ only recycled or sustainable materials by 2030, H&M is likewise aiming to make fast fashion sustainable.*
- ❖ *The Zero Waste Dress was built utilizing 3D technology and zero waste pattern cutting procedures.*
- ❖ *The company is also employing AI to take the environmental impact of its raw materials into account.*



- *Only around 53% of the fabric produced is used to make the apparel we buy.*
- *The remainder is wasted. However, designers may produce zero-waste patterns that do not need leftover fabric thanks to 3D fashion design technology and digital twins.*





- ❖ *Concerning climate change, 3D can dramatically lower the brand's carbon footprint by 10% to 30%.*
- ❖ *Working as a more effective and agile designer has advantages for those who are interested in 3D garment design.*
- ❖ *The ability to make better selections and the extra time to design to trend are good results.*



LESSONS

Number of H&M Stores Worldwide 2020

Data Driven



knoema



Source: Hennes & Mauritz

- ❖ *Instead of creating new technology, people should improve one that has already been funded in order to succeed.*
- ❖ *The amount of money, time, and effort that would be saved in this method would be enormous.*
- ❖ *This is done to provide consumers with a wider selection of goods to choose from.*

- ❖ *In order to succeed, the H&M brand needs to develop a smartphone app in case of the epidemic flares up once more.*
- ❖ *As a result of the clients' ability to easily and conveniently shop online, they would be ready and there would be less money lost.*



❖ *People and businesses can use technology in today's high-tech environment to reduce waste.*



❖ *They would preserve the environment and practice eco-friendliness in this way.*

❖ *It is a good thing shoppers can trust H&M because they provide gorgeous goods without hefty price tags.*





*Thank you for
you time*



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