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01. Introduction

Hussien Menay

Hackett London is a menswear retailer founded in 1983. It deals mainly with men's shirts besides other clothing.

Since its foundation in 1983, Hackett London has adopted an effective strategy to achieve its goals by creating an influential internal environment and responding positively to the external factors that affect the company.

The internal environmental factors of Hackett London are seen clearly from its function within its structure. These factors constitute the strength of the company whether it's an administrative system or the type of product that the company selling and the nature of the marketing.

Hackett London internally employs well-skilled staff, including top executive administrators, human resource managers, front-line managers and workers. The company also implements a good method within its internal environment to deal with the suppliers, advertising agencies and how to communicate with the public.

In its strategy, Hackett London is working on the basis of how to turn the external environment such as cultural, political, technological, psychographic and demographic into a factor that impacts positively on the productivity of the company.

The strategy of customer journey of the company is very ambitious. Hackett London has a visual and tangible means that has a strong connection to the consumer. These visual and tangible means are the best interpretation of the company's profile, its product, and the benefits that the customer can obtain from the product. The consumer journey strategy of Hackett London answers key questions about what benefits does the consumer gets from the product, what quality is the product, and the prices and how and what promotion and distribution policy does the company use. The strategy also clearly illustrates the touch points, timeline, psychographic and demographic elements of the marketing as well as the type of services and channels where the company can interact with the customers. The strategy of Hackett London in marketing to a great extent gives the ultimate focus on how to create different effective touch points that can impact positively on the company's customer journey. Its strategy is on how the touch points bring customer's experience to the benefit of the company. The touch points of Hackett London are well mapped so as any member of the staff in the company can understand easily how to interact positively with the customers and provide the high quality of services. However, the company have to face the ever-increasing challenge of today's global market. Particularly how to answer the demands of the customer. One of the challenges is that Hackett London must cope with the highly competitive market on how to reach out easily the customers and to manage their desires.

Introduction- Hackett

Established in 1983

- It deals mainly with men's shirts apart from other clothing.
- It has adopted an effective strategy to achieve its goals by creating an influential internal environment and responding positively to the external factors that affect the company.

Internal Environmental Factors

- Administrative system or the type of product that the company selling
- Nature of the marketing
- Engaging high-skilled employees
- Implementing a good method to deal with the suppliers, advertising agencies and how to communicate with the public

External Environmental Factors

- Cultural, political, technological, psychographic and demographic factors that impact positively on the productivity of the company

Customer Journey

- Visual and tangible means that has a strong connection to the consumer
- Key questions about **what benefits** does the consumer gets from the product, **what quality** is the product, and the prices and **how and what promotion and distribution policy** does the company use.
- Touch points, timeline, psychographic and demographic elements of the marketing as well as the type of services and channels where the company can interact with the customers



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02. Marketing Analysis

Stanislav Baychev

“Conduct an environmental marketing analysis taking into consideration the key external influencing drivers together with an analysis of the internal environment and the role that marketing plays within the organisation (Hackett)”

Marketing has always played a significant role across Hackett’s organisation. Their first online shop was created in the early 2000s and this gave Hackett real nationwide presence. Soon after that, the company realised the importance of online marketing and from 2004 it has been flagged with the highest importance. Hackett continued to build and grow their online presence in the years after that.

They started using external email service provider specialised in email marketing campaigns dedicated to achieve their marketing objectives, which are:

- Use the customer database for demographics purposes;
- Engage the customers and drive them to their stores;
- Update the customers with new products and services;
- Increase the revenue using the database.

They also added international shipping and click and collect to the services offered. They also started the ‘Jeremy’s Rules’ campaign, a tongue-in-cheek look at the way to lead the life of a modern gentleman, from the perspective of the brand’s founder and chairman, Jeremy Hackett.

The company is taking into consideration the most important internal and external environmental drivers. Globalisation and changing business environment can be challenging, but it can also have beneficial opportunities. Hackett is witnessing the continual rise of digitalisation which had left many reputable retailers out of business, but that is not the case with Hackett, which managed to increase its online brand awareness and competitiveness thanks to the actions they took to stay among the leaders. There are different implications to be taken into consideration and the customer’s rising expectations is one of them. They expect the same level of customer experience in Hackett’s online shops as they will receive in the high street’s ones. The company has always tried to provide it and that’s the key to their success.



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“Conduct an environmental marketing analysis taking into consideration the key external influencing drivers together with an analysis of the internal environment and the role that marketing plays within the organisation (Hackett)”



Marketing Strategies of Hackett





Internal and External Environmental Drivers

- **Globalisation** and **changing business environment** can be challenging, but it can also have beneficial opportunities.
- Hackett is witnessing the continual rise of **digitalisation** which had left many reputable retailers out of business, but that is not the case with Hackett. It managed to increase its **online brand awareness and competitiveness**.
- There are different implications to be taken into consideration and the **customer's rising expectations** is one of them. They expect the same level of customer experience in Hackett's online stores as they will receive in the high street's ones.



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03. Customer Journey

Nikolay Valkov

Step By Step Online customer journey of Hackett Ltd

Online Customer Journey For Hackett Ltd

Monthly website visits - 274,087

Facebook Page - 218000 Fans

Twitter - 33.4k Followers

Instagram - 197k Followers

YT - 4.8k Subscribers

From the numbers above we can clearly see that Hackett are active online and have sufficient amount of users. This is helpful to raise awareness for the brand. It also helps with easing the online customer journey and make the process of buying from them very easy.

In fact, it takes about 5 mouse clicks to make a purchase. Here's the customer journey.

Hackett are posting once per day across their social media channels.

They are also actively advertising on Google and Facebook.

In their ads and posts Hackett are showcasing their latest collections.

When a person sees and like the product, all it takes is one click and they are on Hackett's website. In fact, they are on the product's sales page.

Another click of the mouse button and they have added the product in their basket.

At this point the visitor can continue to browse the website and add products to the basket or go directly to the checkout page.

There are 3 steps on the checkout page. 1. Details and billing 2. Shipping 3. Payment.

After payment has been made the buyer will receive a confirmation email and would have successfully purchased a product from Hackett Ltd online.

1.



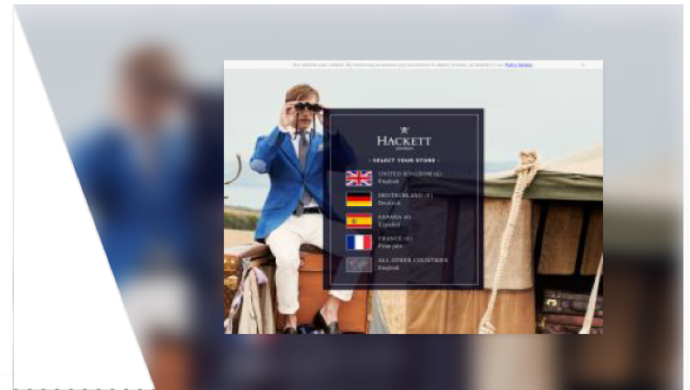
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Website Analysis (Jan 2019-March 2019)

 hackett.com

| hackett

Related Mobile Apps:



 Global Rank  #191,549

 Country Rank  #35,877
 United Kingdom

 Category Rank  #2,580
Shopping/Clothing

Website Audience

Total Visits

Jan 2019 - Mar 2019,  Worldwide

822,261

 17.31% from last month

Traffic Share

Jan 2019 - Mar 2019,  Worldwide



 Monthly Visits 274,087

 Monthly Unique Visitors 107,079

 Avg. Visit Duration 00:03:03

 Pages / Visit 4.48

 Bounce Rate 40.87%



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Online Customer Journey For Hackett Ltd (1)



**Monthly Website
Visits - 274,087**



**Facebook Page –
1,000 Followers**



**Twitter - 33.4k
Followers**



**Instagram - 197k
Followers**



- 4.8k Subscribers

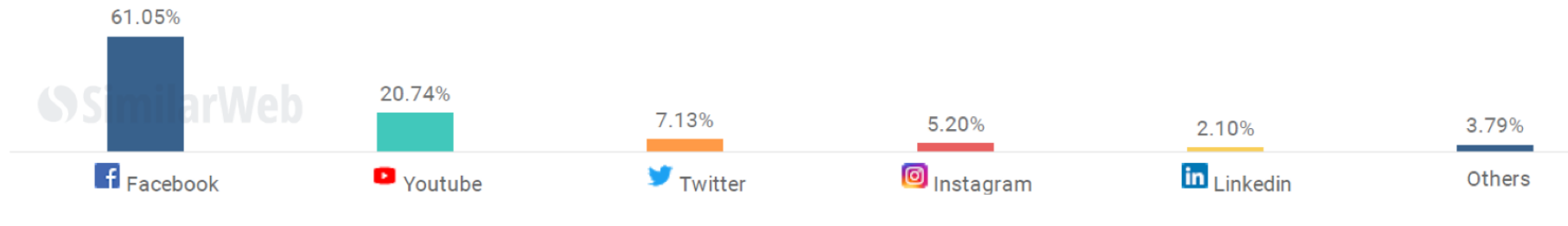


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Online Customer Journey For Hackett Ltd (2)

Social Traffic ⓘ

Jan 2019 - Mar 2019, 🌐 Worldwide 🖥 Desktop Only



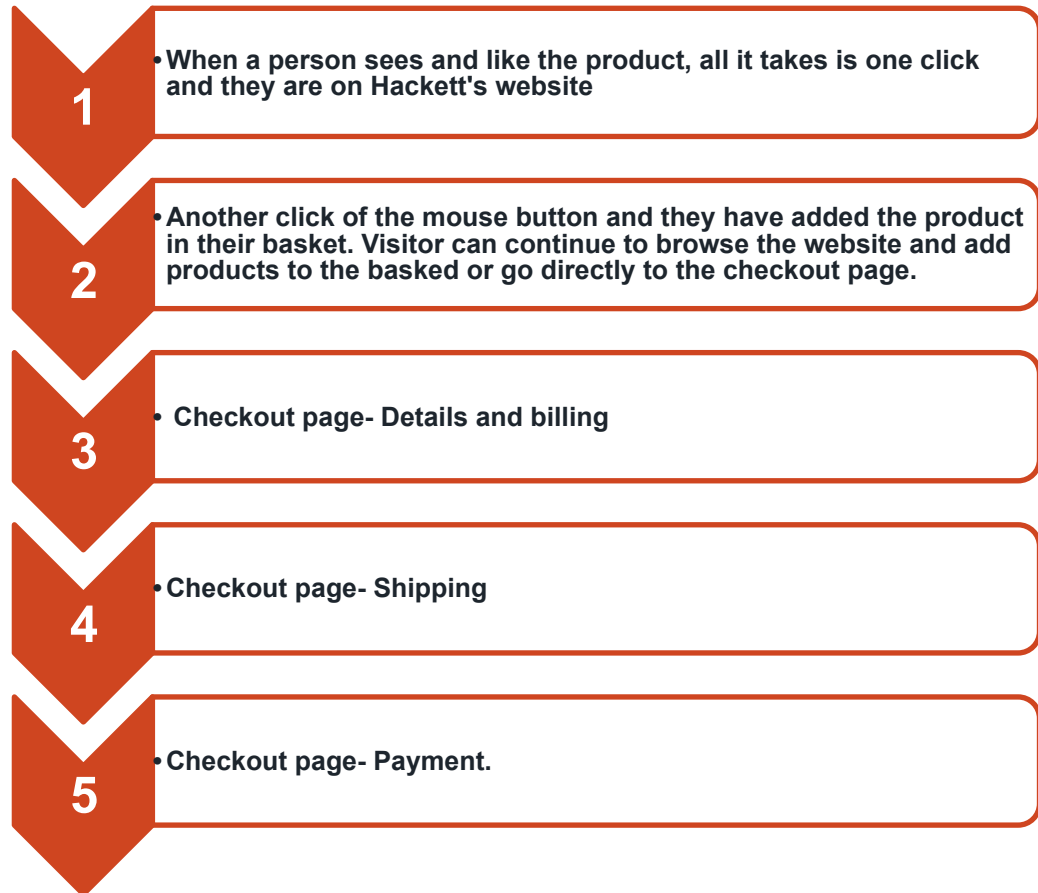
SimilarWeb: https://pro.similarweb.com/#/website/worldwide-overview/hackett.com/*/999/3m?webSource=Total



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Online Customer Journey For Hackett Ltd (3)

5-click to place an order





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04. Conclusion

Nathalia Nathaliariveros

According to previous study, the Hackett clothing store is aimed at the male market between people between 25 and 55 years old, Hackett is an exclusive male shop in London.

Hackett has an exclusive web site, where customers can choose, design and transform their garments as they prefer, thus having exclusivity in front of the product; apart from having an exclusive website for clients, it also promotes his product in different TV commercials, one of them is represented by the famous tennis player Andy Murray, where he makes reference to his sportswear as are polo shirts.

This clothing store does not have great offers or discounts, but in exchange for this it offers the customer exclusivity and quality towards the product.

Hackett London employs internally well-trained staff, including the main executive managers, human resources managers, front-line managers and workers, since being such an exclusive store has a very great responsibility that is knowing how to respond to the client when offering their product.

For Hackett it is very important to be able to create a trustworthy relationship between company and company, always looking for your customer to become loyal to your brand. That is why it is very important for them to update the web so that their product does not become monotonous and, on the contrary, they always have new designs to offer

Finally, it is concluded that most of the sales that are made in the Hackett men's clothing store are on the website, since the market is aimed at executives and with little free time allowing the customer a quick and easy way where he does not spend a lot of time when making your purchases

1.

Target Customers

Hackett is aiming at the male market between people between 25 and 55 years old, Hackett is an exclusive male shop in London.

Exclusive Website

- Customers can choose, design and transform their garments as they prefer, thus having exclusivity in front of the product.
- Most of the discounts are made on the website as it is the most quick and easy way to purchase.

Other Marketing Channels

Promoting its product in different TV commercials, one of them is represented by the famous tennis player Andy Murray.

Human Resource

Engaging high-skilled employees including the main executive managers, human resources managers, front-line managers and workers.

CRM

Creating a trustworthy relationship between company and company, always looking for your customer to become loyal to your brand. That is why it is very important for them to keep the website updated.



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05. Reference and PowerPoint

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Thank You



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