



# Digital skills and research methods WSW4003

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# History of the H&M

- Open the first Hennes store in Vasteras on 13 September 1947.
- He called it “Hennes”- the Swedish word for “hers”
- 1968 expand to Stockholm bought company Mauritz Widfors
- After that the got men clothes as well
- Shops opened in different European countries Norway,Denmark and UK
- 1980 First store in Germany opened
- New brand was born: Hennes&Mauritz

H&M Group (2021)



## 1947

H&M's story begins when founder Erling Persson opens the first store in Västerås, Sweden, selling women's clothing. The store is called Hennes.

## 1964

The first store outside Sweden opens in Norway.

## 1968

The name is changed to Hennes & Mauritz when Erling Persson buys the hunting and fishing store Mauritz Widforss in Stockholm, including a stock of men's clothing. This is the start of sales of men's and children's clothing.

## 1974

H&M is listed on the Stockholm Stock Exchange.

## 1976

The first store outside Scandinavia opens in London.



## 1980–1999

Global expansion takes off with new markets such as Germany, the Netherlands, Belgium, Austria, Luxembourg, Finland and France.

## Type of technologies used during the ages of the Company

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- Effects of Digital Disruptions
- Maintaining Customer Loyalty
- Concerns about Security of Data
- Siloed Marketing Networks

([www.fifosys.com](http://www.fifosys.com), n.d.)



**Company sell their products and services without the technology**



- Social Networks
- Interactive television
- Newspaper advertisement
- Checkout channel
- Videocart

• (Burke et al., 1999)





Company reach customers and suppliers without the technology

- Windows display
- Create a lounge space
- Feedback after purchases
- Communicate with customers
  
- Meeting with others Companies
- Contracts with different country

(SMS Marketing & Text Marketing Services – Try It For Free, 2019)

The background of the slide is a photograph of an H&M store window display. The large white H&M logo is at the top. Inside, a mannequin with pink hair is dressed in a black outfit. A woman with long blonde hair is adjusting the mannequin's clothing. To the right, there are racks of clothes and colorful balloons (red, yellow, pink, purple) hanging from the ceiling. A large, semi-transparent white circle is overlaid on the left side of the image, containing text and a list.

# Company struggled without the technology

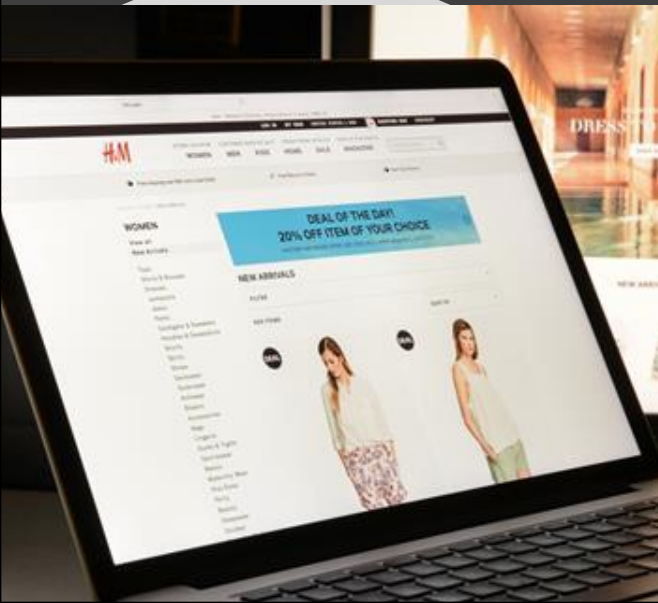
- Quality fabric
- Communicate with customers regularly
- Create a loyalty program

(SMS Marketing & Text Marketing Services  
– Try It For Free, 2019)



# Modern technology by the payments in Company

- H&M X KLARA
- APPLE PAY
- CARD PAYMENT
- CASH
- PAYPAL
- GIFT CARD
- SELF-SCANNING AND SELF-CHECKOUT



(H&M, n.d.)

# Modern technology by the delivery in Company



- Delivery to your home address
- Delivery to an alternative address
- Delivery to pick-up point
- Click-Collect delivery to H&M store

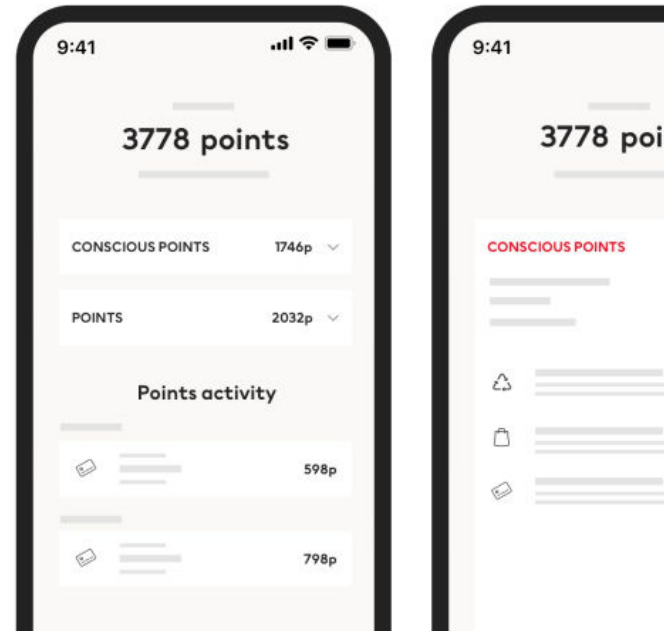
(H&M, n.d.)

# The Membership

More — that's what our membership is all about. The more points you collect, the more benefits you get!

## Member benefits:

- ✓ Collect points on every purchase: £1 = 1 point
- ✓ Get 10% off when you join and spend £20
- ✓ Bonus Vouchers: You will receive £3 off for every 100 points
- ✓ Free Click & Collect over £20
- ✓ Free standard delivery when you spend £20 or more
- ✓ Shop now and pay later with Klarna
- ✓ Special membership prices
- ✓ Early access to selected sale
- ✓ Digital receipts
- ✓ 25% off your favourite item on your birthday
- ✓ H&M Music: Access to exclusive live gigs



(H&M, n.d.)

# THE IMPACT OF THE MODERN TECHNOLOGY

How the customers are benefited by the technology:

- ❑ Extended Click and Collect Services
- ❑ H&M boasted about its self-checkout service and an inspiring digital wall where shoppers can submit their favourite items with the hashtag 'HMxME'.
- ❑ Fast & Next day deliveries
- ❑ A year ago H&M has cooperated with Google in terms to progress the H&M App
- ❑ By using the H&M App, customers can check the availability in stores close to them
- ❑ Different methods of payment (Klarna, PayPal, clearpay)

(Mullan, 2020)

(Nicasio, 2019)

## How the employees are benefited by technology:

- ❑ In October 2018, H&M introduced a platform that employees can chat with other group members and check up their duties from one system
- ❑ Using this platform employees can respond to messages from anywhere as is a mobile-friendly solution
- ❑ This technology also allows the employees to respond to messages and complete tasks without having to switch from one programme to the next. (Nicasio, 2019)
- ❑ PEP support employees to express their opinion



- ❑ They offer an advanced programme that employees can progress profession called: LEAD ( Learn, Educate, Accelerate, Develop ) (Group, 2022)



How the suppliers are benefited by the technology:

- ❑ Take responsibility as a global fashion firm to control the effects of their supply chain.
- ❑ They collaborate with their suppliers to go beyond compliance and consistency to improve their environmental and social performance.
- ❑ By creating powerful relationships they achieve long-term cooperation with their suppliers.(H&M Group, 2021)

## Opportunities received by the company:

### ❑ E-Commerce:

- Fashion merchants now have more options thanks to online buying. The e-commerce platform appears to be the way of the future for the retail business, which can only benefit H&M.

### ❑ Acquisitions and Mergers:

- Mergers and acquisitions can be used to grow the brand into new markets.

### ❑ Expansion Plans:

- H&M has established a slew of new locations. Expanding the brand's shop base in this manner can be extremely advantageous to the brand's revenue because it will enhance sales. (momin, 2021)

## Threats faced by the company using the technology:

- ❑ H&M relies on trends and hence but it must adapt to their ever-changing nature. Fashion trends are dynamic, and they are always changing but with the arrival of social media , this transition has been expedited. It is practically become a race to stay up with all the latest trends and it risks losing revenue if the business falls behind.
- ❑ E-commerce is providing new platforms not only for H&M but also for other firms , including those that are comparatively smaller. Now they have almost equal chance of gaining sales because to the advent of online purchasing. It could also distract from H&M's sales and redirect them to other brands. This can happen because the lines between them blur during internet sales.

(momin, 2021)



# LESSONS LEARNED FROM THIS CASE STUDY

The lessons that I have learned from this case study are:

- ☐ To collect Data
- ☐ To analyse an information form different sources
- ☐ To find information on the internet
- ☐ To think critical
- ☐ To take notes
- ☐ To not do plagiarism
- ☐ To summarise and paraphrase
- ☐ Team working

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