
MARKETING FUNDAMENTALS

BLOGGING TO COMMUNICATE

H&M

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Background on H & M

The company of H&M had been one of the most famous multi-national organisations which excel in the clothing business. It has its headquarters situated in Stockholm and the company encompasses all the different age groups of men, women, adults as well as children. In the year 1947 the store was originally named as Hennes while later its name was changed to Hennes & Mauritz. It has been a well-known brand which promotes its retailing business by strengthening the operations of the organisation. The organisations have been founded by Erling Persson and the company had opened several outlets along with its online opportunities that are open for its customers to avail the services of the organisation. The sustainability of business operations is promoted by the brand ambassadors who are concerned with the excelling of its marketing strategies to encourage better sales of the organisation. The company operates in as many as seventy four countries and promotes their brand through their high fine quality of clothing. About 5000 stores are functional throughout the world that would deal with the customer purchasing behaviour and design their newer products in a way that would ensure their progression in the global market. The brand operates in Europe, Africa as well as the Middle East that seeks to generate customer satisfaction through their new arrivals of products. They have been able to make their presence in the online digitalised platforms to provide the customers with all the opportunities that they can access. The organisation had considerably brought about its expansion into the global markets that had spread to the countries of Belgium, Austria, France, Finland. They have been able to devise their own fashion icons which prompted them with better brand awareness for the subsequent newer strategies that they have been able to implement for ensuring their sustainable growth in business.



H & M Products

The retail organisation of H&M functions with their fine quality of clothing that had been made from products which are sustainable and ensures the standard of their products. The products which H&M is concerned with are as follows-

Recycled denims

H&M is concerned with the production of new products from the recycling of their fibres that were used to bring about thoroughly new pieces of garments. No new materials were utilised in the process but the denims were manufactured from the older materials which were recycled to be transformed into newer ones.



Website: https://www2.hm.com/en_in/life.html

Organic Cotton

The various clothes which were designed for children had been thoroughly been focused on the use of organic cotton which were produced from recycled polyester. These products have been recycled to develop new sustainable items that were of very fine quality. H&M plans to use the cotton obtained from several sustainable sources which would involve usage of recycled materials.

Website: <https://about.hm.com/content/dam/hmgroup/groupsite/documents/en/Digital%20Annual%20Report/2017/Annual%20Report%202017%20Our%20history.pdf>



Organic linen

The products of H&M had been made of organic linen which used the high quality of the linen material for making the fashionable garments. The processing of the products were designed in a way that ensured considerable less usage of water so as to ensure better environmental conditions.



Reduction in use of harmful chemicals

H&M produces leather products which require the usage of chemical substances but the company had laid greater stresses on selection of the sources which involved better sustainable sources that is not concerned with the hazardous usage of the chemicals for processing of leather. H&M had rejected the using of glues for the production of leather

shoes and instead have been using solvents that are thoroughly water-based for ensuring maintenance of the quality of the products.

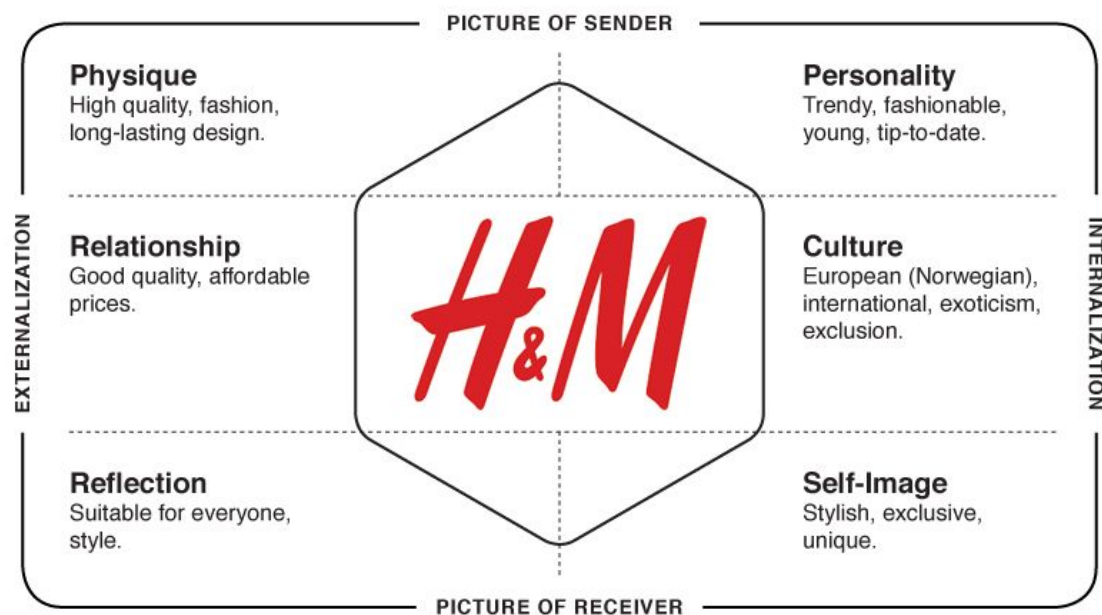
Website: <http://www.justmeans.com/blogs/hm-proves-sustainable-fashion-is-possible>



Branding Strategy of H&M

The brand strategy of H&M has been directed towards the utilisation of the best methods in which the customers would be highly assured of the quality as well as the rate of the products. This would encourage them and aid in their decision-making abilities to purchase the products from the particular brands that would be highly affordable for the various range of customers as well as provide them with various options of their own preferences to choose from the vast range of products which are available.

BRAND IDENTITY PRISM



Cheap pricing

H&M had been focusing on the promotion of its brand through production of high quality clothes that would be directed towards greater satisfaction of their customers. They would be engaged in production of garments which would be subsequently accessible by all consumers belonging to various societal positions. They have been able to provide cloths, sports -wear, accessories at a good affordable pricing that can be easily shipped to the customers through their digitalised services

Use of advertisements

The social media platform had been highly progressing in its technological advancements which have been implemented by H&M to make the customers highly aware of their services and the quality of products which they are involved in. Further the word-of-mouth has been a vital tool that were used by the organisation to deal with the experiences of the customers and enhance their brand image by promoting satisfaction among the individuals.

Environmental Consciousness

H&M have been conscious in their production, processing of their items in a cycle that is free of any hazardous stages which can affect the environmental conditions. They were in favour of launching various business strategies that can focus on the usage of recycled materials which would promote better sustainability as well as protection of the environment.

Greater collaborations with well-known brands

H&M has been making collaborations with well-known brands that can add on to their fashion designs through by being influenced with the products. Their conjoint collaboration with Versace and Alexander Wang had instilled in them with better consciousness of new designs that they can apply to their own production of cloths.



Website : <https://www.referralcandy.com/blog/hm-word-of-mouth-marketing/>

Customization offers and services

The brand of retail namely H&M had been involved in providing personalised services to the customers who would promote the brand awareness and ensure their support. The

organisation has been operational in about ten European markets and provides their customers with the facility of online shopping against many benefits and opportunities. The customers are provided with the opportunity of free shipping as well as customisation of the products that they require. Further the organisation has been concerned with providing sales on Monday for their consumers which would provide them with additional benefits and offers to acquire products at a much reasonable rate. Further the customers are provided with instant offers for making their purchases through the use of individual applications. The organisation also provides the effective services for returning the products that have been purchased from their websites in case the customers are not satisfied with them. The exchange policies provided to the customers are highly beneficial for them to make an alternate purchase in place of their items. The company had been concerned with the innovation of new marketing strategies which would lead to variety of designer products for the lifestyle of men as well as women. They have also their business of the accessories which provide women with the products of their choice at affordable prices. The delivery processes have been quite smooth that deals with the fashionable products that have been possible through their sustainability in the supply chain. Further the customers are provided with pleasant experiences when they are able to use the free samples of the items which they want to purchase that would affect their decisions and make them quite assured of the items which they are procuring.

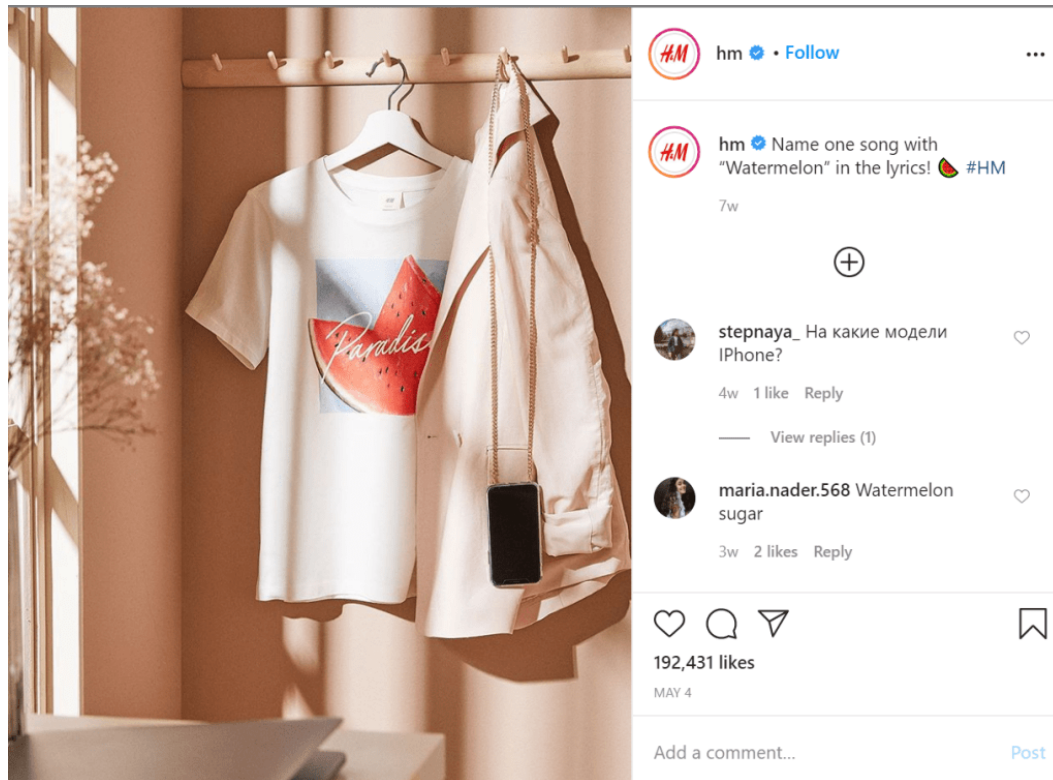
Website : <https://blogs.brighton.ac.uk/fatmaunal/2018/12/08/hm-blog-post-1/>



H&M promotion strategy

In the present scenario H&M had been the second largest brand namely after ZARA that has developed its products as well as the services for ensuring better customer loyalty in the global markets. With their increasing use of the social media platform H&M had been able to promote their products through the advertisements as well as the use of the websites which had demonstrated vital information and the benefits which are provided to the customers. They have been able to make a good promotion of their brand with the help of the generating an awareness through the video campaign, social media ads. The technically skilled individuals who handle the sales of the well-known brand have been interacting with the customers by ensuring email marketing, SMS, and responding to the queries and helping them to understand the discounts and the offers which would be given to the customers for availing the products. Their attractive banners through the use of digitalised services have been highly effective in attracting the interests of the audience to promote an increasing sales and greater profitability of the business. The ambassadors who are engaged in promoting the brand of H&M have been trying to address the social issues which are prevalent in the society and aims at breaking any negative stereotypes so that the women population as a

whole is highly encouraged to make their self-esteem and confidence in themselves. The visual ads have been highly influencing the customers to understand about the quality and the standard of the products which are being circulated by H&M.



Website :<https://marqueex.com/marketing-strategy-of-hm-selling-passion-for-fashion/>

Pricing strategy

H&M is typically concerned with their production of clothing that can be acquired at relevantly low prices. They have been collaborating with various fashion designers like Karl Lagerfeld, Moschino who have been high influencers of H&M. Further they have been able to outsource manufacturers in Asia and Europe that would provide better availability in the supply chain. The pricing strategy of H&M depends on the business operations in which they frame their innovative ideas so as to provide discounts to the customers in several occasions that would make them interested to visit the store or acquire the products from the websites. The prices are specially designed for the student group who can use their own card to enable them to get extra offers as well as discounts. Further their business tactics include psychological strategies in which they have been able to label the prices of the products very tactfully. H&M has also been involved in charm pricing that would add value to the target audience group. This had led to greater sales and increasing profitability of the business.

H&M had been analysing the purchasing behaviour of the customers so that they are able to understand their own preferences of the prices which would be highly flexible for them to purchase. They had been able to make considerations in their pricing strategies as they have also kept in their minds the various ways in which the customers would be satisfied with the products as well as the services which they are given.

Website : <https://ebrowne.home.blog/2019/02/25/pricing-pricing-strategies-implemented-by-hm/>

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