

Molly Johnson**BCBGMAXAZRIA: Direct Competitor****Price range:**

- Tops: \$19.99-\$298.00
- Dresses: \$39.99-\$698.00
- Jackets: \$69.99-\$498.00
- Pants: \$49.99-\$248.00
- Skirts: \$49.99-\$248.00
- Accessories: \$18.99-\$318.00
- Shoes: \$98.99-\$318.00

Product type Break down:**Tops**

- Styles: Asymmetrical, cowl-back, draped-front, cold-shoulder, tank-top, zippered front, high-low, peplum, sweater, body-suit
- Colorways: Black, pink, pale pink, orange, blue, white
- Length: Short-sleeve, sleeveless, three-quarter length, long sleeve
- Print: Stripes, batik print, patchwork, color-blocked, deco print
- Trim: Feather, faux leather, lace

Dresses:

- Styles: Peplum, cutout, high-low, one-sleeve, sleeveless, draped, sweater dress, wrap
- Colorways: Black, red, white, blue, nude, green, pink, orange
- Length: Floor length, above the knee, midi
- Print: Color-blocked, sequined, floral applique, geometric burnout, patchwork, floral jacquard, floral, stripes, batik print
- Trim: Lace, faux suede

Jackets:

- Styles: Bomber, vest, blazer, cape, zipper back
- Colorways: Black, nude, navy blue, white, pale pink
- Length: Waist length, cropped
- Print: Plaid, sequins, crystal embellished
- Trim: Fringe, faux leather

Pants

- Styles: Straight leg, cropped, side-snapped, wide-leg, leggings, trousers, tuxedo pant, joggers
- Colorways: white, nude, brown, cream, black, grey, red, blue, orange, olive-green
- Length: Ankle length, floor length
- Print: Stripes, chevron, crystal embellished, floral, camouflage
- Trim: None

Skirts

- Style: Ribbed, pencil, A-line, asymmetrical
- Colorways: Blue, black, brown, red, nude, white, orange
- Length: Mini, midi, maxi
- Print: Patchwork, stripes, floral jacquard
- Trim: Fringe

Shoes

- Styles: Bootie, sandal, pump, clog, sling-back
- Colorways: Blue, brown, black, silver, orange
- Print: Snake print

Level of Quality:**Reviews:**

Based on reading through many reviews people have said that the clothes are great quality and that they are fun and flirty. The biggest issue people had were with the fit of the clothing, much of BCBG's clothing is form fitting so when people buy it online and are not able to try it on first they are surprised by how it looks on their body type. There were mixed reviews on the customer service as well, many people said that they did not have a good customer service experience when they shopped in a BCBG store. Other people who did have a good experience mainly talked about how the associate helped style outfits for them.

Personal Experience:

BCBG is one of my favorite brands, I am not always able to afford it so I will regularly check them out for sales. When I go to one of their stores, I have always had a good experience. The sales associates are always very friendly and helpful. I have a few BCBG items, a dress and a couple tops and some jewelry, it is very good quality merchandise and lasts a long time.

News & Articles:

There were a few articles about interviews that different publications had done with store managers. These interviews had many positive things to say about the company and how great it is to work for them.

Unique Features:

BCBG focuses on women's clothing that is edgy and unique. The styles flatter a woman's body and are usually very form-fitting. They are noted for their stylish clothing as well as the high quality of merchandise. You know that your BCBG piece will last a long time as well as make you look and feel sexy. The clothes are worn for going out and some pieces are work appropriate as well as every day pieces.

Distribution Systems:

- Brick and mortar
- Online

Advertising/Marketing

BCBGMAXAZRIA has a significant social media following. They have over 500,000 followers on their Facebook and over 620,000 followers on their Instagram account. They also

maintain a Pinterest account and make inspiration boards with their product. You can sign up for their emails and they will email you coupons and promotions and sales they are having online and in the store. Most of their advertising is through social media and online.

Geographic locations:

BCBGMAXAZRIA has 570 stores worldwide. There are 175 stores in the United States and 395 stores are in other countries around the world. International locations include, Canada, Russia, Venezuela, Chile, Portugal, Greece, Bahrain, Japan, Singapore, Malaysia, Taiwan, China, Hong Kong, Switzerland, Germany, France, Mexico and Indonesia.

U.S. Locations:

- Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, Washington

Visual Merchandising of the Store or Website:

The visual merchandising inside the store has most pieces on hangers or mannequins. There are some items like long sleeve shirts and accessories folded and on tables. They have a lot of mannequins wearing layered outfits to see what the piece looks like on.

On their website they have many pictures of pieces styled together and then you can click on the individual piece to see it. Each individual piece has 4 to 5 pictures of it that you can see. You have a picture of the model wearing it from different angles and then a picture of the item as a flat, not being worn.

Ambience of the Store or Website:

The ambience of the store is very chic. There are hard wood floors with elaborate white chandeliers hanging down. The fixtures are silver and clear and the mannequins are white and stand on white platforms. When the customer walks in they feel like they are in an expensive store and feel very welcomed. It is warm and inviting and classy. The website is similar to the store, it is very simple yet classy. The background on every page is white and it is very easy to see everything. You are not overwhelmed with pictures and information. It is easy to navigate and it is very clean and minimalistic.

Determine Level of Success:

According to L.A. Biz BCBGMAXAZRIA received a cash infusion for \$135 million from investors in January 2017. BCBG has been in millions of dollars of debt after the economy crash in 2008. After the cash infusion BCBG is revamping the brand and closing down over 100 stores to focus on their online store where they get most of their revenue. It is a successful company that is looking to lose a lot of their debt after the revamp.

Basis of Competition

BCBGMAXAZRIA is known for providing clothes for the modern woman. Their strengths are that they offer high-quality clothes at moderate prices. The clothes are on-trend and they offer a wide variety of clothing from clothes to accessories to swimwear to shoes.

SWOT:

Strengths: Their strengths are their wide variety of prices and clothing for all kinds of occasions. The clothes are unique and high quality.

Weaknesses: Their items are a very specific style and may not work for a wider range of women. They also do not offer clothing for plus sizes and their clothes are very form fitting which can sometimes be difficult for people to find their correct size and have it work for their body.

Opportunities: The store could add plus size clothing and some options that aren't as form fitting. They could also offer clothing for women of a different lifestyle, maybe some more casual clothing or geared to athletics.

Threats: With their large amount of debt and their increased store closings any amount of revenue that is lower than expected could greatly hurt the company. Online shopping is becoming much more popular than in store; with the amount of stores that BCBG has it could hurt them financially that they are paying for so many stores to stay open when they are losing that in-store shopping customer base.

Rachel Forshee

Donna Karan: Direct Competitor

Price range:

- Tops: \$178-\$498
- Dresses: \$298-\$698
- Jackets: \$298-\$1,298
- Pants: \$198-\$598
- Skirts: \$198-\$698
- Sweaters: \$298-\$898
- Shoes: \$98-\$278

Product Type Breakdown:**Tops**

- Styles: Crew neck, jersey pullover, hoodie, cropped, cowl, bodysuit, button up, collared
- Colorways: White, blue, black, red, gray, green
- Print: Abstract print on a select number of t-shirts, no prints on any other garment.
- Trim: None

Dresses:

- Styles: Pleated, cold shoulder, front line, slip dress, collared fitted dress, front slip, tunic, A-line
- Colorways: Black, green, cream, white, blue, red
- Length: calf, knee, mini, floor length
- Print: None
- Trim: None

Jackets:

- Styles: Coat, oversized, reversible, bomber, vest, cropped, notch collar, hoodie, blazer
- Colorways: Black, white, cream, blue
- Length: long coat, cropped, waist
- Print: None
- Trim: None

Pants

- Styles: Jumpsuit, tailored, relaxed, cropped, overalls, ribbed cuff, draw cord, trouser, jogger
- Colorways: Black, red, green, blue, white, navy
- Length: Capri, cropped, regular length
- Print: None
- Trim: None

Skirts

- Style: Pencil, midi, tulip, pleated
- Colorways: Black, gray, brown, green, white
- Length: knee, calf, floor length
- Print: None
- Trim: None

Sweaters

- Styles: ribbed, pullover, cropped, crew neck, cable knit, jersey pullover
- Colorways: Black, blue, red, cream, white, brown, gray, green
- Print: None
- Trim: None

Shoes

- Styles: Sneakers, Heels, Flats, Sandals, Boots, Booties
- Colorways: Black, white, gold, brown, nude, green
- Print: None
- Trim: None

Level of Quality:**Reviews:**

There were a lot of reviews that talked about how the fit of the clothes are really good. The negative reviews talked about how the longevity of the clothes just isn't there. People have to really be careful with how they wash and take care of the clothes because they wear really easily.

Personal Experience:

I have never purchased anything from Donna Karan so I have no personal experience.

Unique Features:

What makes the brands styles stand out is the unique take on women's business and casual wear. Some of the prices are abstract and very much differ from its competitors. The styles are simple, yet complex and can be paired with numerous garments either from Donna Karan or whatever is already in the woman's closet. They are noted for providing women a dynamic system of modern dressing.

Distribution Systems:

- Brick and mortar
- Online

Advertising/Marketing

Donna Karan uses televised media to promote her perform mostly. A lot of advertising is done through social media (mainly Instagram) and the use of her online store website.

Geographic locations:

There are some standalone DKNY stores, but they are mostly located in high end areas, strip malls with a higher demographic, and luxury shopping malls. There are actually very few standalone DKNY stores located in the United States. These U.S. locations include:

-Costa Mesa, California

-Las Vegas, Nevada

-New York City

DKNY stores are also located in international locations such as Dubai, China, Indonesia, Iraq, South Korea, etc.

Visual Merchandising of the Store or Website:

The photos on the website are displayed in different sizes. The products that are newer are in large photos on the homepage, and models are included. The photos of shoes and handbags are smaller and are found by scrolling down the website page. They have a fun little tag to get people interested and wanting to click on the product. The shoes are displayed in a medium sized photo format, and have descriptive text outside of the image box. They are laid out in a clean and simple format, not a lot of product photographed in the home page to keep it minimal. They display both outfits and single pieces on website. Garments are usually displayed alone on the website, and once one scrolls over the image you can see the garment as part of a complete outfit. It shows you how you can style that piece with other Donna Karan garments on the website.

There are wall inserts where shoes and handbags are displayed. Lighting is above to showcase the products. There are simple clothing racks where garments are displayed on. They really use negative space in a positive way. The store is not overwhelming with product. Jackets and coats are displayed on wall hangings. Wooden tables are used for folded clothes displays. Purses and handbags are located against the wall by themselves. Mannequins are located in the window and strategically throughout the store (most are in groups around the benches in the store); clothing racks are against the wall and a few in the center of the store. A lot of negative space, but it makes sense. Shirts are folded on wooden tables in the central location of the store. Minimal product is out on the sales floor.

Ambience of the Store or Website:

The overall feel that is being created is simplicity and minimalism, which they carry over from their designs to how they promote their overall brand as well. The products on their website are easy to find and scroll through. The garments are advertised first by themselves, and once you scroll over the image you can see the garment worn on the model. The website is very minimal and organized. The colors that are used in the main DKNY designs are black, white, nude, gray, and orange.

Basis of Competition

The success of DKNY is the store website layout. It is minimalistic, draws you in, and shows you products on the home page in an organized and interesting way (thorough different sizes and some with models, some without). I believe a store should have a strong online presence also while having a strong in store presence as well. Most people shop online, so your website needs to be unique and easy to use. DKNY's store website represents its brand very well: simple, minimalistic, neutral and chic. Also, DKNY's prices and products are successful as well. The products sold at DKNY are of great quality, but they are also sold at a somewhat affordable price. The least someone will pay for a garment is \$98, but it is a piece that can be styled with numerous other DKNY pieces or whatever is in your closet. The minimalistic style really helps people add their own twist to the garments as well. DKNY gives people clothing that they want and can style easily.

SWOT:

Strengths: The unique designs of the garments give the business a competitive edge. These are garments that can be worn to work, but you will not look boring and blend in with everyone else. Their prices are actually somewhat moderate. They are of good quality, but still at an affordable price for their specific target market. Also their strong online presence is certainly a strength for DKNY. They create connections with their consumers through the use of their Instagram page, and their store website is simple and chic, which really draws in the younger part of their demographic.

Weaknesses: The lack of variety (color, print, styles) is a weakness for DKNY. The clothes are well made, and modern, but the lack of variety of styles, colors and prints almost steers me away from ever wanting to purchase from this brand. It is almost boring. I understand the simplicity vibe that is going on, but as I scroll through the website, all of the clothes start looking the same. I can also find garments that look the exact same for a much cheaper price elsewhere. Also a weakness and is not targeting a plus sized audience. The fashion industry is changing and becoming more accepting of different body types on the runway, so DKNY could do some good by targeting women who are plus size.

Opportunities: A variation of styles, colors, and prints is desperately needed for this brand. DKNY just offers monochromatic garments with no edge whatsoever.

Threats: Many local markets offer same clothing at a lesser price with discounting on quality. The ideas for designs can easily be copied by other players and sold at much lower prices. The country's weakening economy affects the consumer spending on luxury brands.

Kelley Greenall

White House Black Market(WHBM): Direct Competitor

Price range:

- Tops: \$19.50 - 110.00
- Dresses: \$84.00 – 180.00
- Jackets: \$98.00 – 450.00
- Pants: \$49.00 – 140.00
- Jeans: \$70.00 – 110.00
- Shorts: \$60.00 – 84.00
- Skirts: \$78.00 – 160.00
- Accessories: \$18.50 – 75.00
- Bags: \$38.00 – 128.00
- Swim: \$54.00 – 110.00

Product type Breakdown:

Tops

- Styles: Off shoulder, Button up, blouses, tunics, knits, tees, sweaters
- Color: Pink Black, white, blue, denim, grey, red, silver, gold, metallic, tan, ivory
- Length: Sleeveless, short sleeve, long sleeve, three quarter
- Print: Floral, striped, solid, chevron, geo print, plaid
- Trim: Lace, ruffles, fringe, lace up, embroidered, graphic

Dresses:

- Styles: sheath, fit and flare, a line, shift, blouson, maxi, off shoulder
- Color: Black, white, blue, denim, red, ivory
- Length: Above the knee, knee length, below the knee, midi, ankle length, maxi
- Print: Floral, color block, stripe, solid, mix print, chevron
- Trim: Lace, embroidery, lace up, ruffles

Jackets:

- Styles: Leather, suede, blazer, vest, denim, bomber, coat
- Colors: Black, white, ivory, blue, pink, red,
- Length: Cropped regular, petite, mid length
- Print: Solid, striped
- Trim: Asymmetrical zip front, fringe, embroidered, frayed, raw edges, distressed

Pants

- Styles: Ankle, cropped, skinny, slim, leggings, jeggings, joggers, boot cut, flare, wide leg, suit pant
- Color: Black, white, ivory, red, pink, gray, blue
- Length: Short regular, tall
- Print: Pin striped, solid, geo zig zag
- Trim: Side stripe, drawstring, lace up, tie belt, zippered pocket

Jeans

- Style: Boot cut, skimmer, flare, girlfriend, skinny, slim, cropped
- Color: Black, blue, gray, pink, white, ivory
- Length: Regular, tall, short
- Print: Dark wash, light wash, medium wash
- Trim: Distressed, zippered pockets

Shorts

- Style: Tab waist, Bermuda, jean, coastal stretch
- Color: Black, white, blue, ivory, red, tan
- Length: 5 inch 4 ¼ inch, 11 1/5 inch inseams
- Print: Floral, striped, solid, paisley
- Trim Embroidered, distressed, drawstring, cuffed

Skirts

- Style: Pencil, A-line, pleated ball skirt
- Color: Black, white, blue, ivory
- Length: Above knee, knee length, midi, maxi
- Print: Striped, chevron, solid, mixed print
- Trim: Lace up, pleated, embroidered, mesh inserts, slit

Bags:

- Styles: Clutch, tote
- Color: Black, white, blue, brown, pink, red, silver, gold, metallic, tan
- Print Floral, paisley
- Trim: Embroidered, tassel, pom-poms, studs

Shoes

- Styles: Pumps, heels, sandals, wedges, flats, sneakers, boots, botties
- Color: Black, white, ivory, silver, gold, metallic, blue, brown, tan, gray, pink, red
- Length: 3 ¾ inch heel, 3.25 inch, 4 ¼ inch, ½ inch
- Print: solid
- Trim: Embroidered, tassel, pom-poms, ankle strap, buckle

Swim:

- Style: One piece, triangle top, bikini, halter
- Color: Black, white, blue, red, ivory
- Print: Floral, solid, paisley, striped
- Trim: Ruffles, ruching, metallic hardware

Level of Quality:

The stores online website reviews were mostly positive and received 4 or 5 stars. There were very few bad ratings with only 2 or 3 stars. The lower ratings were mostly complaints about the length of an item, or it fit either too big or too small. In all the reviews I looked at on the website no one seemed to have a problem with the quality of the items they rated. Other review sites like Influenster.com were fairly positive. Reviewers left comments stating things like the store has “high quality and classic style pieces” and they have “good deals and a great rewards program.” White House Black Market had mixed reviews on yelp depending on location. Some locations praised the company for being friendly and good quality, while others felt it had

unfriendly customer service and was too pricy. WHBM seemed to have more consistently positive review on their website, and mixed reviews about their brick and mortar stores on yelp.

Unique Features:

White House Black Market is primarily known for selling women's work wear. Their stores are typically very clean looking and well organized, as well as brightly lit. On their website they describe the business as a luxury redefined. Their slogan is "Elevated style and quality exceptional service, perfect fit, great price, who says you can't have it all." They also support Living Beyond Breast Cancer, Children's Miracle Network Hospitals and Dress for Success organizations for their philanthropy. What sets them apart is the effort they put into their customer service, which they even mention in their slogan. Most thiar online reviews talk about the wonderful and friendly customer service in store. They also make it very easy to get in contact with someone on their website, including a live chat so customers can instantly talk to someone about any questions or concerns they have.

Distribution Systems:

- Brick and mortar
- Catalog
- Online
- Call center

Advertising/Marketing

White House Black Market is heavily involved in advertising through the use of social media. The social media sites they use are Facebook where they have about 1.4 million likes, twitter where they have over 60 thousand followers, and Instagram where they have over 68 thousand followers. They use these sites to post about new products and new sales and deals. WHBM also advertised through TV ads and place ads in magazines such as Elle and Kenton Magazine. They also use a loyalty program that sends out daily emails of new promotions, and send catalogs and coupons in the mail.

Geographic locations:

White House Black Market has about 440 boutiques and 60 outlets across the U.S., Canada and, Puerto Rico.

U.S. Locations:

- Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, West Virginia, Washington, Wisconsin

Visual Merchandising of the Store or Website:

The stores website displays merchandise with multiple pictures. Most photos can be viewed on a model and some items are shown on an model and by itself. Each photo is taken against a white background. They also suggest items you may be interested in when you select a certain item to view. Some outfits display a whole outfit while other photos focus on the single

item being sold. For most of the categories on the site for example dresses and shirts, they display a styled outfit or two in the top left corner of the page.

Ambience of the Store or Website:

Their website is fairly simple looking and mostly black and white. It is setup to make items simple to find by category along with a search option. They also offer a link to find the closest brick and mortar store to you. WHBM makes it fairly easy to reach someone if you have a complaint or concern.

Determine Level of Success:

According to the NY stock exchange Chico's, which owns WHBM, stock over has been slowly dropping over the last five years. Their stock peaked at \$19.63 in May 2013 and it currently is going for 13.15 as of the close of the day (NYSE). They are also expected to close about 120 stores, as well as slashing 240 corporate management positions (Logan 2015).

Basis of Competition

White House Black Market is known for their women's work wear. Geared toward women in their late 20's to late 30's. They offer higher quality clothing and they keep their prices under \$200 with the exception of a few items. They also provide sizing options for short, tall, and petite. Biased on the reviews the quality of the clothing seems to be well constructed and made with quality fabric. They offer a variety of styles and prints. They have a color scheme of mostly black and white with few colors incorporated.

SWOT:

Strengths: They offer a variety of clothing women can wear to work and outside of work. Their website is easy to navigate and makes ordering their items easy. They have a customer service number you can call from 7am to 1am seven days a week. They also have a service email and live chat to instantly talk to someone both with the same hours as the customer service number. Over all they have made their website very simple and easy to navigate.

Weaknesses: They do not have a large selection of clothing to choose from. Although they offer variety of different styles each style is only offered in one or two items. They also lack a variety of color. Most items are only offered in one color, and overall their clothing is mostly black and white which can come off as kind of boring if the item does not have any kind of trim or print.

Opportunities: The store could add size selections for plus sized women. They currently offer petite but ignore another demographic of women by not including plus size. They could also include more products to certain areas such as dresses and shorts where they do not offer as much variety and options.

Threats- There are many other stores that could be a threat to WHBM. Other stores offer similar styles of clothing at lower prices, such as Ann Taylor, The Limited, and Talbots. These stores also offer a much larger variety of color options for their clothing.

Amanda Wegner

Target: Indirect Competitor

- Price Range:
 - Shirts - \$12.48-\$44.99
 - Skirts - \$8.98(sale) - \$44.99
 - Dresses - \$7.48(sale) -\$69.00
 - Pants (not many)- \$24.99-\$59.99
- Product Type Breakdown:

Dresses:

- Styles: A-line, pop-over, fit & flare, wrap, tie strap, high neck, pleated, off-the-shoulder, flare, scuba, open backed
- Colorways: Plum, black, navy, dark red, white, seafoam green, purple, sky blue, burnt orange, dark green, fuchsia, wine, brown, gold, grey, blue, olive, cobalt
- Length: Above-the-knee, mini, maxi, midi,
- Print: Lace, checkered, striped, surplice, polka dot, floral, paisley, tie-dye, diamond, sequins
- Trim: Lace, clean edge, fringe

Tops:

- Styles: Button down, V-neck, polo, swing t-shirt, layered, cold shoulder, sleeveless, scoop neck, elbow tunic sleeved, pleat back pop-over top, peplum, fluttered sleeve, keyhole baby doll, bell sleeve, asymmetrical draped, embellished neck
- Color: Red, dark red, blue, navy, dark blue, brown, black, white, oatmeal, gold, olive green, coral, light purple, ebony, pink
- Length: Long, cropped
- Print: Plaid, solid, gingham, checkered, floral, lace
- Trim: Banded, rolled, knitted, lace

Skirts:

- Styles: Button front, pencil, A-line, scuba, swim suit, full pleated, ballet, gathered, modern pencil, swing
- Colorways: White, blue, black, dark blue, navy, brown, ebony, grey, light pink, light blue,
- Length: Knee length, mini, midi, maxi
- Print: Stripes, floral, polka-dot, tie-dye, sequins
- Trim: Lace, fringe

Pants:

- Styles: Jeans, leggings, pajama, chino, straight-leg, metro, tie high waist, cargo, palazzo
- Colorways: Black, dark blue, navy, white, brown, grey, ebony, khaki, coral, taupe
- Length: Ankle, capri, past the ankle
- Print: None

- Trim: None

Level of Quality Through:

Reviews:

There is a YouTube video with Miss Louie about how much she likes the Target clothing and shows what she bought there.

- Dresses

Based on some reviews the measurements were not always accurate (ran a little smaller than stated), but still satisfied with the product. The quality in most of the dresses were good, but a few of them had quality problems. A reviewer stated that her and her sister bought the same dress and the same day they bought it the button broke from both dresses.

- Shirts

Most of the reviews for the shirts said that they were super comfortable and fit to what the size chart had stated.

- Skirts

Based on the reviews people liked most of the skirts, but had issues with them construction wise. The quality in skirts were not the best. Some of them ran small than what the size was actually stated on the size chart. A reviewer stated that she purchased a skirt and the seam was coming apart so she returned it, bought the same skirt online. Once she got the second skirt the seam on that skirt was also coming undone.

- Pants

Based on the reviews people like the Target's pants they buy. They are really comfortable and fit according to the size chart. The only cons seen on the review was sometimes the colors were a little off to what the color stated and on one pair of pants the lining of the pocket is a lot darker than the actual pant fabric so the lining is visible.

Personal Experience:

I buy only some clothing at Target. The few things I have bought at Target are very comfortable and fit me great. I bought a few sweaters and actually they are some of my favorite with how soft and comfortable they are to wear. I bought some t-shirts there also, I love them and the sizing is good and the same size I would get anywhere else.

Unique Features:

The particular brand's styles make it stand out because they have different lines constantly coming in and rotating out. There is always something new in the store to wear and try on. They also are not that expensive for the different lines. They launched a plus-size clothing line not too long ago, which broadens the market. They are also noted for the Target dog.

Distribution system:

You can purchase things in the actual store (brick and mortar). You can also purchase items online. Some items may vary in which places you can purchase things from. Some garments are store only or online only.

Advertising/marketing:

Target advertises through social media such as Facebook, Twitter, Instagram, Pinterest, Cartwheel, YouTube, and Google+. They constantly are posting and replying to the customers about their complaints about things are commenting about their compliments. Target also has commercials about their clothing and other items that they have in the store. Target sends emails to the people that sign up for them for coupons and other deals that they are having that week or a specific day. Cartwheel is a specific application on the phone that Target uses for coupons and other deals on certain items and differ from the coupons in email.

Geographic location:

Target is located all throughout the United States and is also located in India.

Visual Merchandising of the Store or Website:

The layouts of the displays are eye catching and grab your attention. The mannequins are on platforms sometimes to be able to see the outfit from across the store and get your attention. The clothing that goes on the mannequins is usually the newer clothing line they just got in the store. They try to keep it fresh and new. They have the shelves with the shirts. They place the shirts on top and the different sizes down below of the same shirts. They have pants and hangers by size. The floors are usually clean so the place looks nice and everything seems cleaner. Most of the clothing is single pieces not in outfits. On the mannequins they show outfits and put the pieces for that same outfit near each other so the consumer does not have to go searching for both pieces. The newer items are closer to the front and showier than the older items. The older items are pushed more the back area of the store. Also, the clearance is more towards the back. They have signs saying the prices on the shelved tables. Everything is usually very organized and folded neatly. The very organized and clean atmosphere helps the customer find things easier and makes the process more enjoyable.

Ambience of the Store or Website:

The feel that Target creates is energetic. It is supposed to make people happy shopping at Target. The colors are bright with white and red and other colors splashed around with the products in the store. The lights are also bright throughout the whole store. The music is not that loud, but also not very quiet. The music is fun and makes you want to dance or sing to it when you are shopping around. The customer service is usually great and the employees are nice. The website is bright, fun and also energetic like the store. It is very easy to navigate the online website. It makes shopping online easier and more fun. The ads on Target's website are bright and eye-catching, wanting the consumer to purchase their new item.

Determine level of success of competition:

Target has a slide show showing their ways of competition. These slides talk about how they embrace the individuality of each employee, the growth internally, customers, and financially. They also talk about their general environments with demographics, physical, political, global, economical and socio-cultural. Along with Porter's five forces, the

attractiveness of the industry, the performance, value chain analysis, business strategy, resources and capabilities, goals and capabilities and so much more. This PowerPoint has charts and graphs showing different kinds of data. This information that i found was on this cite:

<http://www.slideshare.net/KyleBrown8/target-corporation-strategic-analysis>

Basis of Competition:

Target is known for their moderate pricing of their clothes and also all the different lines that come through the store. It is constantly changing. Target tries to keep up with the trends of each gender and age for clothing at a decent price.

Target's strengths are their pricing and also all the different clothing constantly coming through the store. The quality is not always the best, but is it not horrible and does not just fall apart.

SWOT Analysis of Each Competitor:

Strengths: The strengths that Target has are that it is clean and mostly organized. Another strength is that Target has varying lines of clothing at any given time. They change things up and keeping things different with clothing styles. Target has many different styles to accommodate for different kind of people. Target is also highly respected by its customers.

Weaknesses: The weaknesses that Target have are that the clothing is not the best of quality and the sizes are not always right compared to the size charts given. Target is not as large or as diversified as other giant retailers.

Opportunities: More online clothing than what is in the store and also sell more furniture. especially with the fashion part of the store. Target is well poised to benefit from this trend because unlike Walmart, it is a discount store that is not viewed as a lower-class retailer where consumers dread going. Target is becoming more urbanized than it has ever before.

Threats: The growth of Walmart and dollar stores because of the falling of the incomes in the United States. Another threat is online retailers such as Amazon because people no longer have to physically come into the stores anymore.

Alyssa Johnson

TJ Maxx (focused on women's clothing): Indirect Competitor

Price Range

- Tops- \$12.99- \$149.99
- Skirts- \$9.99- \$299.99
- Pants- \$9.99- \$129.99
- Blazers- \$16.99- \$199.99
- Dresses- \$24.99- \$299.99

Product Type Breakdown

- Tops
 - Styles- Cold-Shoulder, Off the Shoulder, Short Sleeve, Long Sleeve, Three-Quarter Length Sleeves, Tunics, Cropped, Peasant, Structured

- Colorways- Blue, Cream, Black, White, Orange, Green Yellow, Pink, Gold
- Length- Cropped, To Hip, Tunic
- Print- Floral, Graphic, Paisley
- Trim- Black Lace, Sheer Panels at Neckline, Bows at Neck
- Skirts
 - Styles- Tiered, Mini, Loose and Flowy, Tight, Pleated, Gathered, Tulip
 - Colorways- Leather, Black, White, Blue, Grey, Coral, Denim
 - Length- Mini, Knee, Tea, Maxi,
 - Print- Floral, Pinstripes, Ombre
 - Trim- Buttons, Fringe, Lace
- Pants
 - Styles- Classic Dress Pant, Gaucho, Jogger
 - Colorways- Black, White, Purple, Light Pink, Coral, Chocolate, Moss, Khaki, Teal
 - Length- Cropped, Ankle, Mid-Calf, Knee
 - Print- Grey tonal print, Olive Polka Dot, Gingham, Pink and Black Floral, Thick Stripe, Plaid, Pinstripe
 - Trim- Some lace Trim, Large Bows at Waist, Crotched Bottom Half
- Blazers
 - Styles- Classic Blazer, Wrapped Blazer, Military Style, Cape, Peplum
 - Colorways- Light pink, Carmel, White, Black, Teal, Marron
 - Length- Cropped, To Hip, Slightly past Hip
 - Print- Pinstripe
 - Trim- Lace
- Dresses
 - Styles- Wrap, Structured, Fit and Flare, A-line, shift
 - Colorways- Marron, Black, White, Navy, Red, Blue, Light Pink, Brown, Grey
 - Length- Knee, Tea, Maxi
 - Print- Floral, Stripe, Graphics, Polka Dots
 - Trim- Piping

Level of Quality

The level of quality varies pretty drastically at TJ Maxx because they carry a wide variety of clothing. Some of their lines are very cheap, while others are more expensive and well made. There is a lot of variance in feedback from customers and others who have personal experiences there. While the low prices are great if someone is finding something designer on sale, they are not as great if something was cheaply made. Their Facebook Review page is full of positive and negative feedback (“T.J.Maxx,” 2017). On hoursinfo.com they have 3.7/5 stars based on 920 reviews. (“TJ Maxx hours, locations and numbers,” 2017)

Unique Features

TJ Maxx is known for their low prices on designer items and having a wide variety of things. Only 15% of the merchandise is from previous seasons and TJ Maxx has special relationships set up to get certain items during their current cycle. It gives most people in the middle-class range the chance to buy designer retail at 20-60% off normal retail prices.

Distribution System

- Brick and Mortar- 1,277 Stores Nationwide
- Online- tjmaxx.tjx.com
- Social Media- You can shop their Instagram pictures and it provides you with a link to the product.

Advertising & Marketing

- Social media campaigns telling shoppers to post pictures with certain hashtags to try to win free gift cards.
- They promote different items, sales, styles, etc on all of their social media platforms.
 - Instagram- 775,000 Followers
 - Twitter- 385,000 Followers
 - Facebook- 2,811,242 Likes
- Television ads that play to their prices, style, and designer goods. Many express a strong woman, groups of woman out for a fun and smart shopping session, and families (“TJ Maxx TV commercials,” 2017).

Geographical Location

Alabama (26), Arizona (14), Arkansas (14), California (121), Colorado (16), Connecticut (31), Delaware (3), Florida (82), Georgia (58), Hawaii (4), Idaho (7), Illinois (61), Indiana (25), Iowa (12), Kansas (8), Kentucky (14), Louisiana (12), Maine (12), Maryland (24), Massachusetts (68), Michigan (46), Minnesota (14), Mississippi (12), Missouri (17), Montana (4), Nebraska (4), Nevada (12), New Hampshire (19), New Jersey (42), New Mexico (3), New York (79), North Carolina (41), North Dakota (6), Ohio (51), Oklahoma (11), Oregon (11), Pennsylvania (49), Rhode Island (8), South Carolina (22), South Dakota (2), Tennessee (29), Texas (65), Utah (12), Vermont (4), Virginia (35), Washington (25), Washington D. C. (5), West Virginia (6), Wisconsin (26), Wyoming (1)

Visual Merchandising

- Instagram flat-lays are usually full outfits with some of single items.
- Their Instagram also uses models or blogger style photos. Usually a single view.
- When buying on their website you see the clothes on a model with multiple views.
- Homepage has a picture with a model and other outfits hanging in the background.

Ambience

Many customers complain about the ambience of the TJ Maxx stores. There is a cluttered feeling in most of their stores. The lighting is not always the best and the flow of the store feels off and it can be hard to find what separates different sections or where they start. They normally have pop music playing. There are normally very few workers out on the floor and very long checkout lines.

While in store shopping is not always pleasant online is better. Categories on their website can continue to be narrowed to help you find what you are looking for. Their Facebook page also normally replies to concern fairly quickly.

Level of Success

As of May 2016 TJ Maxx still had the recipe for success. Many department stores have tried to offer deals comparable to TJ Maxx, but were falling short. That coupled with slight rebranding and great advertising helped TJ Maxx perform better than expected. AdAge says that in May of 2016, “For the first quarter, TJX beat analyst expectations by listing a 10% uptick in revenue to \$7.5 billion, compared with the year-earlier period. Same-store sales were up 7%, and profit soared to \$508 million, a 10% gain (Pasquarelli, 2016).”

Basis of Competition

- TJ Maxx is known for their low prices on designer apparel.
- They tend to have lower prices, especially compared to the normal retail prices, but have some pieces in the \$200+ range.
- Fit varies based on designers.
- There is little to no customization.
- Quality of clothing varies based on the designer.

SWOT**Strengths-**

- Prices
- Variety based on multiple designers
- Many locations
- Reach on Social Media
- Budget for Advertising

Weakness-

- Stores feel chaotic
- You have to “hunt” for the good stuff
- Can almost have too many options for some
- Lack of Organization

Opportunities-

- Have more distinct product (not as random)
- Easier to shop stores
- Higher quality merchandising in store

Threats-

- Competitive market
- Because they have such low prices, they make less profit
- The 2007 credit card hack still has a negative impact on their reputation (Jewell, 2007)

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