

Interim 2

UNIQLO

1. Introduction

Uniqlo is a Japanese casual wear designer, manufacturer and retailer. The main goal of Uniqlo is to deliver high quality clothes at affordable prices for the masses. Uniqlo offers various types of products such as summer clothes, winter clothes, casual clothes, innerwear, men clothes, women clothes, etc. Uniqlo has become the go-to destination for middle-class customers due to its affordable price but still being fashionable. Not only does Uniqlo produce fairly priced items, Uniqlo also differentiate themselves from competitors by collaborating with many other famous designers, brands, and TV shows to design exclusive items for them and inventing new technology, AIRism and Heattech, to make their clothing comfortable and more suited to the season while retaining the aesthetic aspects. Uniqlo also partake in charity by donating clothes to 79 countries around the world and raising campaign to donate.

2. Comments from General Public

2.1 Layer, Sock, Charity, Marimekko, Season, Shipping

According to Table 4, the terms "+ layer", "+ sock", "charity", "marimekko", "season" and "shipping" have the highest weight of more than 0.72. These statistics indicate that customers were relatively aware of the Uniqlo products of Layer, Marimekko, and Sock, even though Uniqlo sells heterogeneous products. Furthermore, the public perceives charity, season, and shipping as important aspects of the site. Uniqlo can include these factors into its process to better meet the expectations of its customers. For example, Uniqlo can integrate charitable initiatives, offer seasonal collections, and enhance its shipping process. These measures will demonstrate social responsibility, provide relevant and trendy products, and ensure a positive shipping experience for customers.

2.2 Positive Feedback

The terms "love", "perfect", and "cozy" are positive words for emotions. These terms also have the same weight of 0.715. This fact reflects the brand of Uniqlo provides outstanding goods for its customers.

3. Comments from Customers Analyzation

3.1 Analyzation Based On Frequencies

With the assistance of SAS Enterprise Miner and Facepager, we find that the most frequently mention words, excluding "uniqlo" and "uniqlousa", to be "+store", "online", "collection", "+shop", "+holiday". From this, we can imply that people are interested in both the option of going to the store and shopping online. Additionally, we can imply that customers associated Uniqlo clothing with the holiday season and that customers have a favourable view and high anticipation towards Uniqlo's new collection as it is mentioned numerous times. To conclude, the stream of customers can come from both online and store platforms especially when Uniqlo releases a new collection or it is the holiday season or both.

3.2 Analyzation Based On Correlations

By using text topic analysis, we can find the correlation between particular terms and certain topics on Uniqlo. According to graph4(terms.csv), the topic which consists of "shipping", "pick", "+gift" and "order" has positive correlation with terms "best" and "+order" respectively by 0.315 and 0.349. This correlation to some extent indicates that Uniqlo's outbound logistics with shipping is satisfying to customers, and customers have a good impression on uniqlo such that they are likely to make orders again. Apart from customer perspective, the correlation between topics which contain "invest", "stock", "professional" has 0.193 correlation both with "stock" and "stock market". The terms "good" and "good stock" have strong relationship with this topic, with respectively 0.193 and 0.306. Beside these good factors, there are few implicit unfavorable terms such as "lose" and "stop", which are both 0.193 times correlated to "invest", "stock" and "professional". Overall, it's largely possible that Uniqlo provides a good return to its investors.

4. Prospective Customers

Uniqlo's prospective customers can be analyzed from several segments:

- From demographic segmentations, Uniqlo tends to be trending in middle age consumer groups which look for high quality but affordable price.
- From the psychographic segmentations, Uniqlo is mostly used by middle class individuals who like design which are simple but trendy and their *laid-back* clothing is what most people look for in Uniqlo
- Uniqlo's positions as a casual modern Japanese brand which encourages people with their tag line "simple made better" by making high quality simple clothes. Uniqlo aims to be the world's top clothing retailer with their business model position.
- In store experience. One of Uniqlo's prospective customer segments is people who walk-in the Uniqlo's store. Uniqlo provides an immersive experience on LED screens, inviting interiors and welcoming store employees. We can see that walk-in customers become one of their targeted segments.

5. Stakeholders

Uniqlo's 5 main stakeholder includes :

- Customers: Uniqlo's business will not run without its customers and customers will not be able to fulfill their need without Uniqlo. From customer feedback, Uniqlo can create new products which can satisfy consumer demand. Uniqlo aims to provide quality clothing at affordable prices to satisfy customer demands.
- Employees: Workforce is an essential part of a company especially uniqlo. Employees contribute to the brand's growth through their skills, dedication, and commitment. Uniqlo itself has maintained a positive work environment, fair wages, and opportunities for their employees.
- Suppliers and Manufacturers: Uniqlo works together with suppliers and manufacturers globally. These stakeholders ensure the timely production and distribution of Uniqlo's products. Uniqlo promotes ethical sourcing, fair labor practices, and sustainable supply chains.
- Investors and Shareholders: Uniqlo's financial stability relies on their investors and equity shareholders. So far Uniqlo is maintaining a good profitability and sustainability report for their investors and shareholders.
- Communities and Local Governments: Uniqlo operates stores worldwide and has an impact on both local and global communities. The brand engages with these stakeholders through employment opportunities, community initiatives, and responsible business practices that collaborates with Uniqlo.

6. Opportunities of Uniqlo

The brand has proven success in providing access to meet customer's demand on affordable but high-quality clothes. Uniqlo ensures a seamless shopping experience through various channels, allowing customers to purchase directly in-store, online via the website, or through the convenient Uniqlo mobile application. Moreover, comments analysis indicates that Uniqlo's shipping services for online customers are well-received. This shows customers satisfaction from shopping online. However, to further enhance their market position, Uniqlo can use an offline store retail expansion strategy. With a current presence of 2,488 stores operating in 25 countries as of November 30th, 2023, expanding into new regions presents a strategic opportunity to enhance their growth trajectory. Additionally, product innovation must be done to maintain customer interest, exemplified by the success of items like the popular mini shoulder bag. By continuously understanding their customer needs and wants, Uniqlo can better refine its product offerings.

7. Challenges of Uniqlo

Uniqlo has faced many challenges from competitors such as H&M, American Eagle, Thorne Clothing, and many more. Uniqlo can effectively distinguish itself in the market and maintain customer loyalty by maintaining its reputation for high quality, reasonable prices, and innovative products. This strategy is essential to ensure that customers stay loyal to Uniqlo despite the temptation of other brands that cater to similar customer demands. Therefore, Uniqlo needs to add variety to their product portfolio. For example, adding a sports focused attire. By expanding their offerings in this segment, Uniqlo can attract customers seeking trendy and functional sportswear options. Secondly, Uniqlo may have focused more products tailored to Asian markets only, facing challenges in different regions such as in the US. To address this, Uniqlo needs to develop a deeper understanding of the unique demands and preferences of customers in different locations. Otherwise, it may lose current customers by not having their preference reflected on Uniqlo's attires.

Reference List

- Group outlets*. (n.d.). FAST RETAILING CO., LTD. <https://www.fastretailing.com/eng/group/shoplist/>
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- Nast, C. (2024, January 20). *I took Uniqlo's viral £15 bag on holiday and here's my verdict*. CN Traveller. <https://www.cntraveller.com/article/i-took-uniqlos-viral-pound15-bag-on-holiday-and-heres-my-verdict>
- Uniqlo SWOT analysis 2022*. (2022, 20). PESTLE Analysis. https://pestleanalysis.com/uniqlo-swot-analysis/amp/#Opportunities_for_Uniqlo

Appendix

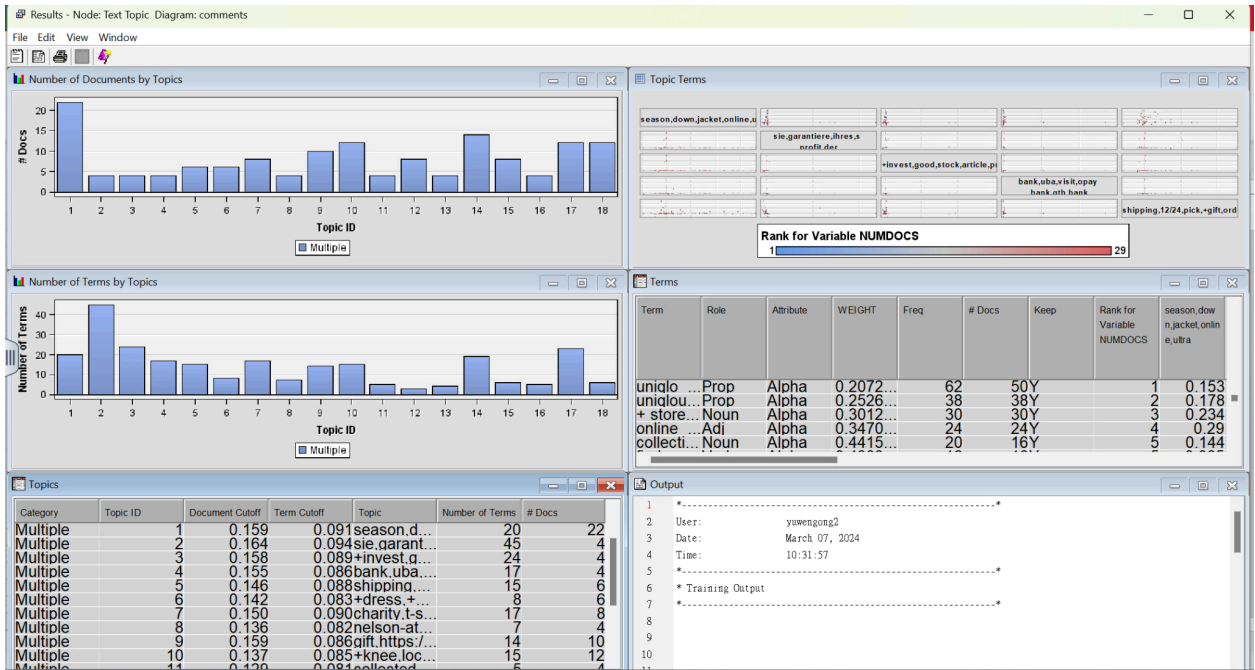


Table 1. Use of SAS Enterprise Miner

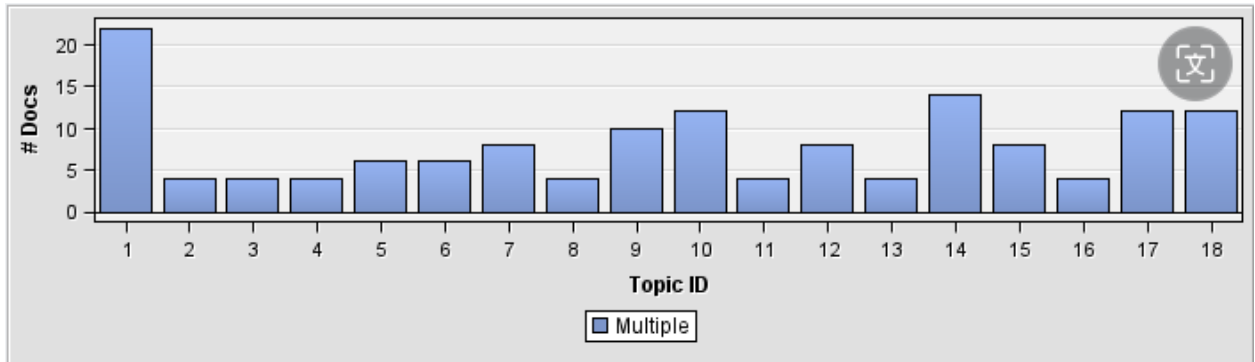


Table 2. SAS Number of Documents Results

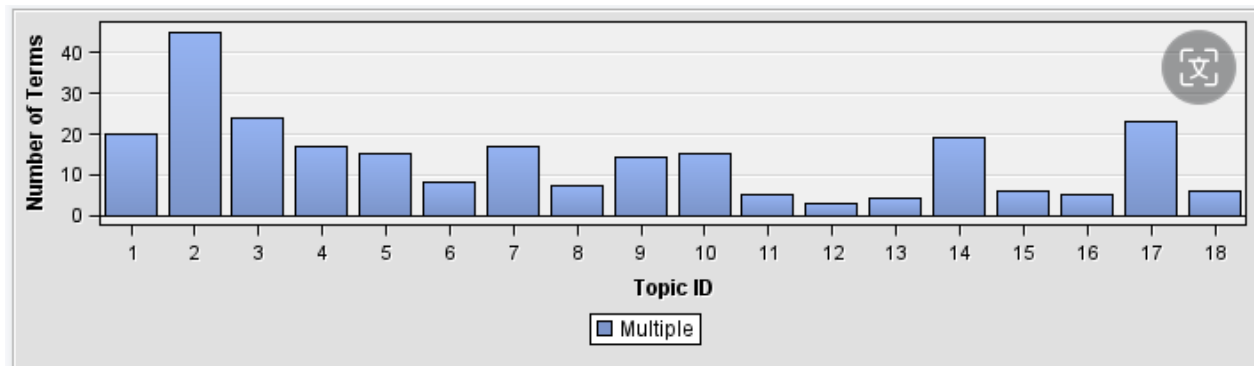


Table 3. SAS Number of Terms Results

#	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
22	first	Adj	Alpha	0.6318959	6	6	Y	15	0.027	0	0	0.196	0.004	-0.002	0.011	-0.002	0.005	0	0.032	0	
23	jacket	Prop	Alpha	0.6318959	6	6	Y	15	0.311	0.001	0	-0.002	-0.015	-0.007	0.008	-0.005	-0.011	0	-0.006	0	
24	museum	Prop	Alpha	0.6318959	6	6	Y	15	0.004	0	0	-0.001	0.004	0	0.063	0.36	-0.003	0	-0.008	0	
25	pick	Verb	Alpha	0.6318959	6	6	Y	15	-0.004	-0.008	0	0	0.288	-0.002	-0.01	0	0.03	0	0.001	0	
26	right	Verb	Alpha	0.6318959	6	6	Y	15	-0.005	0.135	0.007	0	-0.032	0	-0.02	0.001	0.12	0	0	0	
27	t-shirt	Noun	Mixed	0.6318959	6	6	Y	15	-0.014	0.001	0.001	-0.001	0	0	0.304	0.014	-0.005	0	-0.005	0	
28	warm	Adj	Alpha	0.6318959	6	6	Y	15	0.055	0.003	0.001	-0.002	-0.022	-0.008	-0.026	-0.001	-0.02	0	-0.007	0	
29	winter	Noun	Alpha	0.6318959	6	6	Y	15	0.118	0.001	0	-0.003	-0.006	-0.01	-0.024	-0.003	-0.002	0	-0.007	0	
30	+ beg	Verb	Alpha	0.7151958	4	4	Y	29	0	0	0	0	0	0	0	0	0	0.312	0	0	
31	+ child	Noun	Alpha	0.7151958	4	4	Y	29	-0.022	0.001	0.001	-0.001	-0.006	0	0.264	-0.012	-0.002	0	0.004	0	
32	+ contin	Verb	Alpha	0.7151958	4	4	Y	29	-0.006	0.001	0.001	-0.001	0.002	0	0.214	0.021	-0.006	0	0.003	0	
33	+ copy	Verb	Alpha	0.7151958	4	4	Y	29	0	0.147	0	0	0	0	0	0	-0.001	0	0	0	
34	+ design	Noun	Alpha	0.7151958	4	4	Y	29	0.161	-0.001	-0.001	-0.004	-0.002	0.009	-0.042	-0.003	0.015	0	-0.008	0	
35	+ design	Verb	Alpha	0.7151958	4	4	Y	29	0.008	-0.004	-0.005	-0.002	-0.014	0.001	-0.017	-0.004	0.16	0	-0.002	0	
36	+ donate	Verb	Alpha	0.7151958	4	4	Y	29	-0.022	0.001	0.001	-0.001	-0.006	0	0.264	-0.012	-0.002	0	0.004	0	
37	+ easy	Adj	Alpha	0.7151958	4	4	Y	29	0.02	-0.004	-0.002	0.002	0.057	-0.011	-0.013	0.003	0.052	0	0.007	0	
38	+ essent	Noun	Alpha	0.7151958	4	4	Y	29	-0.011	0.001	0.001	-0.003	0	0.001	-0.017	-0.003	-0.018	0	-0.01	0	
39	+ event	Noun	Alpha	0.7151958	4	4	Y	29	0.073	0.001	0	0	-0.015	-0.004	0.176	-0.01	-0.004	0	0.01	0	
40	+ featur	Verb	Alpha	0.7151958	4	4	Y	29	0.161	-0.001	-0.001	-0.004	-0.002	0.009	-0.042	-0.003	0.015	0	-0.008	0	
41	+ feel	Verb	Alpha	0.7151958	4	4	Y	29	0	0	0.193	0	0.001	0	0.001	0	-0.002	0	0	0	
42	+ intere	Verb	Alpha	0.7151958	4	4	Y	29	0	0.147	0	0	0	0	0	0	-0.001	0	0	0	
43	+ intern	Noun	Alpha	0.7151958	4	4	Y	29	-0.022	0.001	0.001	-0.001	-0.006	0	0.264	-0.012	-0.002	0	0.004	0	
44	+ invest	Verb	Alpha	0.7151958	8	4	Y	29	0	0	0.306	0	0.001	0	0.001	0	-0.003	0	0	0	
45	+ knee	Noun	Alpha	0.7151958	4	4	Y	29	0	0	0	0	0	0	0	0	0	0.312	0	0	
46	+ layer	Verb	Alpha	0.7268306	6	4	Y	29	-0.095	0.002	0.001	-0.002	-0.017	0.001	-0.021	-0.002	-0.015	0	-0.006	0	
47	+ look	Noun	Alpha	0.7151958	4	4	Y	29	-0.06	0.002	0.001	-0.001	-0.012	0	-0.013	-0.002	-0.014	0	-0.005	0	
48	+ option	Noun	Alpha	0.7151958	4	4	Y	29	0.067	-0.005	-0.001	0.001	0.088	-0.007	0.017	0.003	0.021	0	0.002	0	
49	+ order	Verb	Alpha	0.7151958	4	4	Y	29	-0.026	0	0	0	0	0.349	0	0	0	0	0.001	0	
50	+ organi	Noun	Alpha	0.7151958	4	4	Y	29	-0.022	0.001	0.001	-0.001	-0.006	0	0.264	-0.012	-0.002	0	0.004	0	
51	+ roll	Verb	Alpha	0.7151958	4	4	Y	29	0	0.147	0	0	0	0	0	0	0	-0.001	0	0	
52	+ sock	Noun	Alpha	0.7268306	6	4	Y	29	0.006	-0.001	0	-0.005	0.01	0.005	-0.041	-0.005	0.01	0	-0.012	0	
53	+ step	Verb	Alpha	0.7151958	4	4	Y	29	-0.043	0.001	0	0.001	-0.016	-0.006	-0.019	0.001	0.015	0	0.005	0	
54	+ store	Verb	Alpha	0.7151958	4	4	Y	29	0.024	-0.004	-0.004	0.011	-0.012	-0.003	0.013	-0.004	0.147	0	0.038	0	
55	+ t-shirt	Noun	Alpha	0.7151958	4	4	Y	29	0.005	0	0	0.002	0	0.001	0.008	0.002	0	0.455	0	0	
56	<	>	>																		
	Terms																				

Table 4. SAS Terms Results

#	A	B	C	D	E	F	G	H	I	J	K
1	_displayCa	_topicid	_docCuto	_termCuto	_name	_numterms	_numdocs				
2	Multiple	1	0.159	0.091	"season	down	jacket	online	ultra"	20	22
3	Multiple	2	0.164	0.094	"sie	garantie	ihres	s profit	der"	45	4
4	Multiple	3	0.158	0.089	"+invest	good	stock	article	profession	24	4
5	Multiple	4	0.155	0.086	"bank	uba	visit	opay bank	gtb bank"	17	4
6	Multiple	5	0.146	0.088	"shipping	12/24	pick	+gift	order"	15	6
7	Multiple	6	0.142	0.083	"+dress	+order	ultrastr	ll tell	airism"	8	6
8	Multiple	7	0.15	0.09	"charity	t-shirt	+donate	internat	+child"	17	8
9	Multiple	8	0.136	0.082	"nelson-	art	time	visit	kansas"	7	4
10	Multiple	9	0.159	0.086	"gift	https://t	last-min	find	uniglouse	14	10
11	Multiple	10	0.137	0.085	"+knee	location	+beg	sawgrass	mills"	15	12
12	Multiple	11	0.129	0.081	"collecte	+wear	several	collecte	+year"	5	4
13	Multiple	12	0.13	0.077	"best	ecuador	pity	uniglouse	garantie	3	8
14	Multiple	13	0.124	0.078	"https://	feeling	love	action	uniglouse	4	4
15	Multiple	14	0.15	0.09	"heattect	+layer	+look	warm	+essenti	19	14
16	Multiple	15	0.122	0.08	"open	outlet	texas	babe	hell babe	6	8
17	Multiple	16	0.128	0.082	"pa	uniglo s	pittsburg	+store	uniglo"	5	4
18	Multiple	17	0.121	0.092	"marimekl	+sock	+feature	+design	iconic"	23	12
19	Multiple	18	0.116	0.08	"chiang	danny	https://	second	vijay"	6	12

Table 5. SAS Topics Results

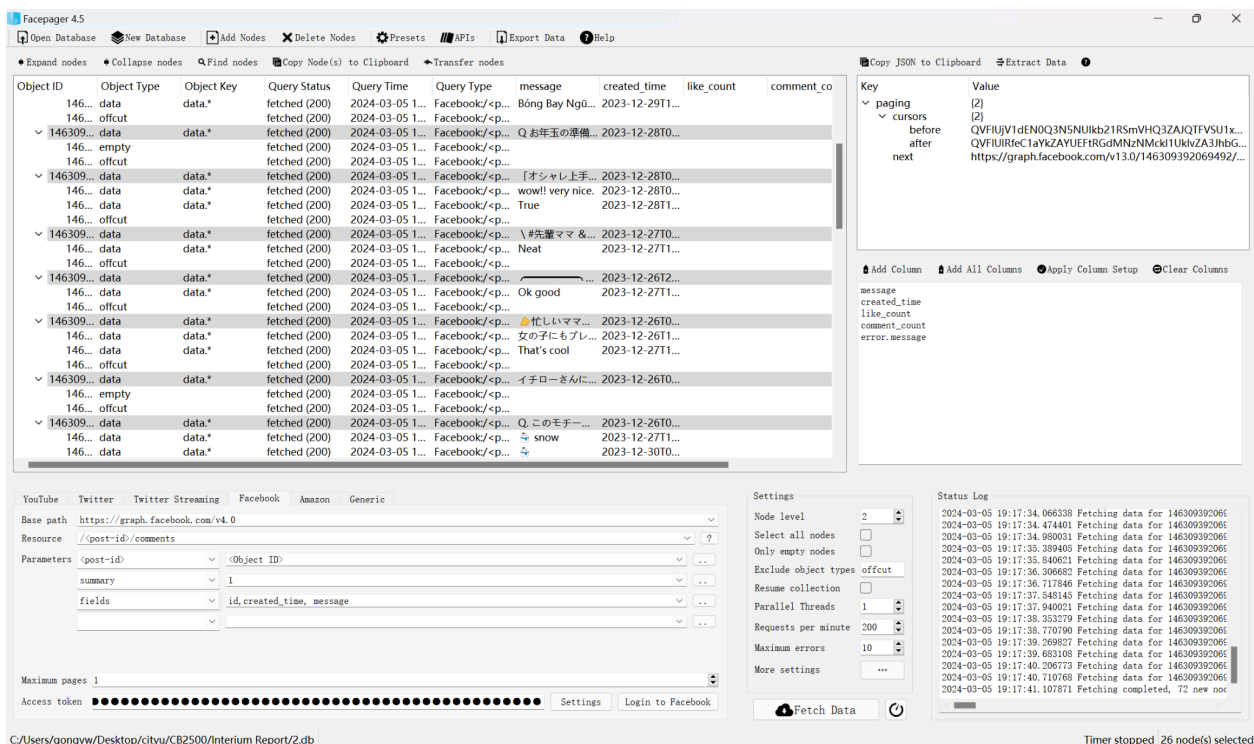


Table 6. Use of Facepager

message

Couples that layer together, stay together 💎 Warm, Extra Warm + Ultra Warm HEATTECH pieces are essential to cozy winter looks. Shop the collection in stores + online! Find them all here: [https://bit.ly/3RBxSDo](#) #Uniqlo #Uniqlousa #HEATTECH

Kick off the New Year in your HOTTEST look when you step into 2024 with cozy warm HEATTECH layers! 💎 Find all our HEATTECH layers here: <https://bit.ly/3RBxSDo> #Uniqlo #Uniqlousa #HEATTECH

Jaws will drop at winter drop 💎💎 Make it to midnight in these NYE dress picks! Shop all dresses in stores + online here: <https://www.uniqlo.com/us/en/women/dresses-and-skirts?storeId=101539&inventoryFilter=NYE> I'll tell you the ultrastretch airism dress is the best I've worn! I've ordered another.

Aesthetically pleasing shopping? Yes, please! 💎 You know what they say: home is where the organized shelves are! #Uniqlousa #Uniqlo

Please open an outlet in Texas 💎

Stay warm in the snow with our heat-holding Recycled Hybrid Down Jacket from the UNIQLO x White Mountaineering collection. Plus, find end of season deals on winter's most-loved outerwear in stores + online! [https://bit.ly/3RbXSDo](#) #Uniqlo #Uniqlousa #WhiteMountaineering

Peak packable puffer season calls for our high-performance Ultra Light Down Jacket. Featuring a packable design that folds down into its own pouch, this is the season's best! Shop in stores + online! [https://bit.ly/3RbXSDo](#) #Uniqlo #Uniqlousa #UltraLightDownJacket

UNIQLO ASMR Y/N? It's a yes from us 💎💎 #Uniqlo #Uniqlousa

Actually I want to grow your youtube channel

💎*💎💎 Love is not just a feeling, it's an action💎<https://aekkaphod.vercel.app/>

The popular bag with a special Marimekko touch. Designed to fit across the body with piping to keep the form intact. And a selection of socks in iconic designs featuring UNIQLO's HEATTECH fabric. Are these going to be available in-store too? 💎

Happy Holidays from UNIQLO! This month, we launched our charity T-shirt collection across the globe with events in Milan, Tokyo, and New York, with all proceeds donated to international organizations. [https://bit.ly/3RbXSDo](#) #Uniqlo #Uniqlousa #CharityTshirt

The "cash" product is heating 💎💎 HEATTECH socks are sold separately, each pair (for 2) in stores + online here: <https://bit.ly/3RbXSDo> #Uniqlo #Uniqlousa #HEATTECH

Table 7. Facebook Comments