



MACHAKOS UNIVERSITY

SCHOOL: HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT: DEPARTMENT OF DESIGN

UNIT CODE: HFM 408

UNIT NAME: ADVANCED FASHION MARKETING

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TASK: ASSIGNMENT 1,2&3

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QUESTIONS

1. Discuss the major challenges of international marketing management to include cultural and language differences, legal and regulatory variations and differences in consumer behaviors. Other challenges include tough competition, fluctuating exchange rates and potential political instability in foreign markets.
2. Survey on Five Fashion brands and discuss what makes them remain competitive in Fashion Industry.
3. Visit 5 business in Machakos town, examine them, write a report on marketing strategies they employ in their businesses.

QUESTION ONE

ANSWER

Introduction

Major challenges of international marketing management

Expanding into international management market offers opportunities for growth, but it also prevents various challenges that businesses must navigate to succeed. Some of the key challenges in international marketing include:

1. Legal and regulatory variations

a) different business laws; Each country has distinct laws governing advertising, consumer rights, products safety, and competition.

b) Compliance challenges: companies must navigate trade regulations, import/ export restrictions, tax laws to avoid legal penalties.

c) Intellectual property protection; protecting trademarks and patents internationally can be difficult due to varying legal standards.

2. Differences in consumer behavior

a) Buying habits; consumer purchasing behaviors varies across cultures due to income levels, lifestyles, societal norms.

b) Product preferences; local preferences may require businesses to modify their products or services to match regional tastes and needs.

c) Digital Vs Traditional marketing; in some countries, traditional advertising methods (TV, radio) dominate while others rely more on digital marketing and social media.

3. Political and economic instability.

a) Government policies - shifts in trade policies, tariffs, and diplomatic relations can impact international marketing efforts.

b) Political risks. Instability, such as protests, conflicts or sudden regulatory changes , can disrupt operations.

c) Economic crises- Recessions or economic downturns can lead to lower consumer spending and reduced market opportunities.

4. Tough competition

a) Local Vs Global competitors - International brands compete with established businesses that may have better market knowledge and customer loyalty.

b) Pricing strategies- Competitive pricing is challenging due to different economic conditions and local production costs.

c) Market saturation - some markets are highly saturated, making it difficult for new entrants to gain traction.

5. Fluctuating exchange rates

a) Currency value changes - exchange rates fluctuations can impact product pricing , profit margins, and overall financial stability.

b) Cost of operations - changes in currency value can affect costs related to raw materials , manufacturing and logistics.

c) Inflation and purchasing power - varying inflation rates influence consumer purchasing power , making pricing strategies complex.

6. Cultural and language difference

a). Cultural norms and values: Different countries have unique customs , traditions and social norms that affect consumer behavior and marketing strategies. A marketing approach that works in one country may not be effective in another.

b) communication is crucial for marketing, and differences in language can lead to misinterpretation, mistranslation and branding issues.

c) Consumer perceptions: brands messaging colors , and symbols may have different meanings in different cultures , requiring careful adaptation.

CONCLUSION.

In conclusion therefore, to succeed in international marketing businesses must conduct thorough market research , adapt strategies to local preferences and remain flexible in responding to changing economic , political and cultural conditions . Overcoming these challenges requires a combination of strategic planning , cultural sensitivity and legal awareness.

QUESTION TWO

SURVEY ON FASHION BRANDS

ANSWER

To remain competitive in the dynamic fashion industry , brand must prioritize customer needs , innovation , sustainability and strong marketing strategies.

The brands include:

1. Nike
2. Levi's
3. Dior
4. Gucci
5. Louis Vuitton

1. NIKE

Nike successfully blends performance - driven design with fashionable aesthetics , appealing to a wide range of consumers , from athletes to streetwear enthusiasts. Nike's sustained competitiveness in the fashion industry stems from its innovative products development, strategic storytelling through marketing and its focus on creating a community and experience for its customers , all while embracing sustainability.

2.LEVI'S

Levi's has a rich history as a pioneer in the denim industry with its SOI jeans becoming a symbol of American culture and a global fashion staple. Its competitive is due to its iconic status , strong brand recognition , global presence , and commitment to innovation and sustainability , along with its ability to adapt to changing customer preferences and market trends.

3.DIOR

Dior knows that luxury is all about perception. It's known for its meticulous craftsmanship, use of high quality materials and attention to detail, which reinforces the brand's premium image. Dior's competitive edge lies in its premium pricing , exclusivity , timeless style and a strong brand narrative that positions it as a symbol of luxury and aspiration.

4. GUCCI

Gucci has a long and rich history, recognized globally as a luxury brand, which gives it a distinct advantage. Gucci is known for its bold and distinctive designs that push boundaries while maintaining a sense of continuity with its heritage. Gucci competitive edge stems from a combination of factors, including its strong brand heritage, innovative design, strategic marketing and ability to capitalize on trends, particularly appealing to younger generations.

5. LOUIS VUITTON

It's famed for being one of the most recognized Luxury brands in the world , Louis Vuitton is synonymous with high- end leather goods, legendary steamer trunks, iconic monograms handbags , sublime watches and jewellery and cutting edge fashion. Its competitive advantage stems from its strong brand equity, focus on quality and craftsmanship, strategic collaborations, ability to balance traditions with innovation , all of which contribute to its aspirational status in the luxury market.

QUESTION THREE

ANSWER

Visited businesses in Machakos town

1. Quickmart supermarket
2. Naivas supermarket
3. Think Twice
4. Open - air market
5. Best lady cosmetics

1. QUICKMART SUPERMARKET

It is a self service shop offering a wide variety of food, beverages and household products, organised into sections.

Quickmart utilizes a color scheme that prominently features red as a primary brand color. This is evident in their branded tuk-tuk displays promoting offers and in the overall branding of the supermarkets. They also utilize green, likely for fresh produce areas.

Also, color black is used for:

1. Branding - is a common choice for logos and branding elements providing a solid, neutral canvas for quickmart's name and identity.

2 visual communication

Black is used in signage, in store displays and promotional materials to convey a sense of sophistication and professionalism.

3. Modernity

Black, when used with a clean, minimalist design, can evoke a sense of modernity and trendiness.

Marketing strategies used:

Marketing strategies involves a variety of approaches a company uses to promote its products or services and reach its target audience, ultimately driving sales and growth. These strategies can be broadly categorised as traditional or digital , include tactics like content marketing , social Media marketing, E- mail marketing , paid advertising and others .

These strategies include :

1. Digital marketing - quickmart actively utilize social media platforms like Facebook , Instagram and Twitter to promote Products and engage with customers.
2. In-store advertising - they employ digital shelf displays to present products information and pricing , along with video adds in stimulate buying desire.
3. Branding and customer experience.

Quickmart emphasizes " Fresh and easy" offering a modern store atmosphere, strong branding, and high- energy customer service.

4. Convenience

They prioritize smaller, neighborhood stores for easy access and free parking.

5. Promotions .

Quickmart conducts national consumer promotion campaigns, like the "sherehe ibambe" campaign, which involves advertising, public relations and win-a-car competitions.

6. Market penetration

Quickmart focuses on price reductions and increased promotions and distributions to gain market share.

7. Loyalty programs

Quickmart might use loyalty programs to encourage repeat purchases and build customer loyalty.

2. NAIVAS SUPERMARKET

Naivas supermarket core values include teamwork , quality , excellence, respect and honesty. These values guides the company's operations, aiming to provide quality products and services foster a positive work environment, and build strong relationships with stakeholders. Naivas supermarket primai uses orange and green as their brand colors.

Naivas supermarket uses a variety of marketing strategies , including cost leadership , differentiation and a focus on customer needs. They leverage technology, partnerships wnd brand positioning to gain a competitive edge.

1. Cost leadership and focus on the working -class consumer.

Naivas is known for offering competitively priced products and services, making it accessible to a wide range of customers , particularly the working - class. This strategy allows them to attract a large customer base and maintain a strong market share.

2. Differentiation and consumer centric approach.

Naivas aims to provide a premium experience, including excellent customer service and a wide selection of products.They focus on understanding customer needs abd Tailoring their services to meet those needs . This includes offering in- store signage to encourage repeat business.

3. Technological advancement and digital marketing.

Naivas is leveraging technology, including dedicated internet across and cloud based infrastructure, to enhance their operations and reach . They are also exploring digital marketing strategies , such as custom ads, to reach new customers. They have also developed a mobile app for online shopping and conveniences.

4. Partnership and brand positioning

Naivas has implemented a partnership strategy to expand their reach and resources . They invest in human resource development and brand positioning to create a strong brand image . They also focus on building strong relationships with customers to foster loyalty.

5. Strategic planning and competitive advantage

Naivas utilises strategic planning to identify opportunities and respond to market changes. This helps them to maintain a unique differentiation and achieve a sustained competitive advantage . They also focus on cost - effectiveness and resource allocation to optimize their operations.

In summary , Naivas marketing strategies are multifaceted , combining cost leadership , customer - centric approaches , technological innovation, qnd strategic partnerships to achieve their business goal.

3. THINK TWICE ENTERPRISE

Think Twice stores , like those in market centres , typically offer a variety of clothing items , shoes and household textiles. These items are often priced individually and the stores frequently have new collections launched or clearance sales with discount prices. Their prices vary , it's known for its affordability, with maximum prices often set for clothing and shoes , especially during clearance sales.

Marketing strategies in Think Twice enterprise

1. Advertising and public relations

- Think Twice leverages advertising and public relations to increase brand awareness and build connections with their target audience.

- press conference

They may organise press conferences to announce new products , unveil new facilities or address media inquiries.

2. Event

- Building engagement

Events are used to foster relationships with customers providing them with a taste of the brand and its products / services.

Building community

Events can help create a sense of community and encourage customers to become brand ambassadors.

3. E- mail marketing

Subscriber acquisition

- Think Twice likely uses email marketing to connect with subscribers and nurture relationship with potential and existing customers.

Content distributions.

- They may use email to share newsletters exclusive content , product updates and promotional offers.

4. Social media

Think Twice may also utilize social media to engage with their audience , share content and build community.

5. Content marketing.

They likely create and share valuable content , such as blog posts or articles , to attract and engage potential customers.

4. OPEN - AIR MARKET

- An open air market is an outdoor market held on a regular basis , and at which groups of individuals vendors sell new or used goods , produce , freshly prepared foods , handmade crafts , or other unique goods . It is a public market place where food and merchandise is sold.

Marketing strategies employed.

1. Community engagement

a) sponsor local events

Participate in or sponsor local events like festivals , agricultural fairs , or cultural gatherings to build brand awareness and connect with the community.

b) community outreach programs

Organize activities like free health checks, workshops or educational sessions to build a positive image and establish the markets as a community hub.

2. Visual branding

a) high - catching signage

Use clear and attractive signage within the market to guide customers and highlight special promotion.

3. Local partnership

a) collaborate with businesses

- Partner with local businesses, restaurants, or hotels to offer joint promotions or cross - promotional opportunities.

b) support local artists and craftspeople

- showcase Local arts and crafts within the market to attract visitors and boost the local economy.

4. Promotional Events

a) special discounts and promotions

- offer seasonal discounts, early bird deals or loyalty programs to encourage repeat visits and increase sales.

b) Theme based events

- organize events around specific theme like harvest festivals, farmers' market days, or local food festivals to attract more customers.

5. BEST LADY COSMETICS

" Best Lady Cosmetics" refers to a company primarily based in Kenya, that sells a variety of beauty products , including cosmetics hair products , and skincare products. The name suggests a focus on providing quality and appealing cosmetics to a wide range of consumers.

Marketing strategies employed in Best Lady

1. Emphasize empowerment and self-worth

a) content marketing

- create content that celebrates women's achievements, encourage self-care and promotes confidence.

b) messaging

- use language that is positive, uplifting and avoids reinforcing harmful stereotypes.

2. Build trust and authenticity

a) transparency

- Be open about your brand's values and mission, and show how you're actively working towards positive change.

Community building

Create online or offline communities where women can connect, share experiences and support each other.

3. Personalized communication.

Target messaging

- understand your target audience's specific interests and needs, and tailor your marketing messages accordingly.

Relationship building

- Engage in personalized interactions with potential and existing customers, fostering a sense of connection.

4. Utilize effective channels

a) Digital marketing.

- Leverage social media, email marketing, and other online channels to reach your target audience.

b) Influencer marketing

- partner with women influencers who align with your brand's values and have a strong following among your target audience.

5. Competitive strategy

- a) product- Ensure your product or service genuinely meets the needs and desires of your target audience.
- b) price- Offer competitive pricing that reflects the value of your products or services.
- c) People - Focus on building strong relationships with your customers and employees.

6. Promotional strategies

- Develop a clear and consistent marketing strategy that reaches your target audience.

7. Social media

- They utilize social media platforms for brand recognition customer engagement and sales.