

Blocshop Competitive Analysis

This is a competitive analysis of Blocshop to be compared to 3 competitors. The purpose of writing this analysis is to see what else is out there and to further help in determining where Blocshop stands when sized up against competition. The Three competitors that we'll be analyzing are **ASOS**, **Lids**, and **Timberland**. Let's start with:

ASOS - **ASOS.com** is a British online fashion and beauty store. Primarily aimed at young adults, **ASOS** sells over 850 brands as well as its own range of clothing and accessories. **ASOS.com** is a global online fashion and beauty retailer, offering womenswear, menswear, footwear, accessories, jewellery and beauty products.

Strengths:

There are strengths with **ASOS** that people will see when they visit the site. There is clear and concise calls to action, relevant content, and ease of navigation.

Weaknesses:

The weaknesses with **ASOS** are the fact that there is a bad ad campaign, where no one has heard of **ASOS** and it would take a little bit of digging to find out who they are and what they do.

Opportunities:

There are opportunities and threats that exist to every company. The opportunities that **ASOS** can benefit from are that they can as stated above, create a better and more aggressive ad campaign in order to reach a wider audience.

Threats:

There are threats to **ASOS** where there are plenty of other fashion companies that do what **ASOS** does. The only thing that **ASOS** can do differently is that it can pitch a better ad campaign than it would have a better chance of being noticed from the crowd.

The next company on the list would be **Lids**:

Lids is an American retailer specializing in athletic headwear. It primarily operates under the **LIDS** and **Hat World** brands with stores in the U.S., Puerto Rico and Canada. The majority of the stores operate in shopping malls and factory outlet centers. The company was founded in 1995 and is based in Indianapolis, Indiana. **Lids** sold over 6000 hats during its first five years of operation. The reason why **Lids** is on this list is because they have a section where customers can choose an existing sportsteam hat and add certain decals to modify a hat or make a hat from a design from the store or something that the customer designs from scratch.

Strengths:

This website shows a strong concept of design and communication in getting its message across to its users through the choice of color styles and ease of navigation. This is evident through the showing of the vast collection of hats that are available whether customized or not.

Weaknesses:

There are no real weaknesses with **Lids** as it does what it says it does and does it very well. However, the main gripe that many consumers have with the site is that, although the choice of headwear is impressive, when it comes to customizing, things tend to get a tad bit pricey.

Opportunities:

As mentioned above with the weakness of high prices, this can also be turned into an opportunity in creating a new "Marketing Campaign" where **Lids** can create sales in slashing prices on products that consumers will want to buy, not multicolored bright yellow or pink hats.

Threats:

There are many companies that are doing what **Lids** is doing. However, the advantage that **Lids** has over its competitors is that the consumer can customize a hat, any hat to their liking. The main threat that I see with **Lids** against its competitors is that **Lids** is very stubborn with lowering their prices and other hat stores will be willing to sell their products to consumers for sometimes 60% off of what **Lids'** prices are.

The last company that we'll focus on is **Timberland**. **Timberland LLC** is an American manufacturer and retailer of outdoors wear with a focus on footwear. It is owned by VF Corporation. **Timberland** footwear is marketed towards people intending outdoor use. The company also sells apparel such as clothes, watches, glasses, sunglasses and leather goods. **Timberland's** corporate headquarters are located in Stratham, New Hampshire. Timberland also operates from offices in other parts of the world.

Horween Leather Company supplies leather shells for footwear to the **Timberland** Company.

Strengths:

The strengths that **Timberland** has are the fact that customers can buy lots of apparel from the company. **Timberland** really has no competition when it comes to selling winter-wear, especially boots. **Timberland** also specializes in letting customers create their own boots by customizing them to their liking.

Weaknesses:

There are not too many weaknesses with **Timberland**. The main weaknesses that I see are the same as Lids where customizing tends to get a bit pricey. A clearance sale now and then won't hurt things and will definitely help business.

Opportunities:

As recently mentioned above, all **Timberland** has to do is to lower their prices and they will have even more business.

Threats:

Timberland does not have many threats to worry about as they are a worldwide recognized brand. The only thing that they can do better is to lower their prices for their consumers. But hey, when your're one of the top selling winter-wear apparel companies, you can be a little stingy with your pricing.

Conclusion:

With all this being said, this concludes the report and research of this competitive analysis of the one and only Blocshop. Of course there are many other companies that exist that do what Blocshop does that further research would be able to find but for the sake of this competitive analysis, only three were chosen. Blocshop is a great innovative new company built on a fresh idea and although it's not perfect, with time it will be a serious contender in its market in the future.