



CLOTHINGCO

# COMPANY CASE STUDY

ClothingCo, a luxury clothing brand

<https://clothingco.co.za/>

## OBJECTIVES

BCG Job simulation Participation on Forage has proposed a case study on The ClothingCo. BCG has been brought in to help ClothingCo to grow their top line (i.e. increase revenue) after a period of declining sales

## SOLUTION

### 1. Reveal and doubt your boxes

Frame Questions effectively

(A good question for brainstorming will be narrow and concrete, so that people feel they know how to begin answering it.)

**Question to be reframed:**

How could we sell more outerwear this winter season?

**Revised, effective questions:**

1. What is our target audience?
2. How can we reach out to all group/audience?
3. How can we promote through social media?
4. How can we ensure our trench coat is worn by the most popular celebrities this winter?
5. How can the market be for the younger generations?

### 2. Bring new boxes

Defining new boxes requires a mixture of analysis and art. Boxes need to be grounded in fact. Different sectors will call for different inputs.

Channel expansion is not Brand destructive. Making products accessible through additional channels will not harm the brand image (e.g. departmental stores, online). Increased variation within a product line is positive. Adequately project demand for various color options to optimize production levels

### 3. Brainstorm

- For younger target audience: add attractive stickers to make it catchy
- for working class target audience: add more pockets, personalize the size, make it easy to carry, easy to fit in luggage (since they may be traveling)
- for senior audience: promote smart health technology (considering the health of seniors, coats usually carry their germs)



## AT A GLANCE

### CHALLENGES

- Premium Quality and Luxury
- High Price (non-negotiable)
- Low stock levels
- In-showroom market
- 3 colour variants

### NEW BOX

- Add Colour variants
- Brand promotions via influencers/ social media
- Adaptability to the online market
- virtual try-on
- open pop-up stores

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*If I were given one hour to save the planet, I would spend fifty-nine minutes defining the problem and one minute resolving it.”*

**ALBERT EINSTEIN**