
Franklin Jeans Transformation Plan

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01

Overall situation



Company Background

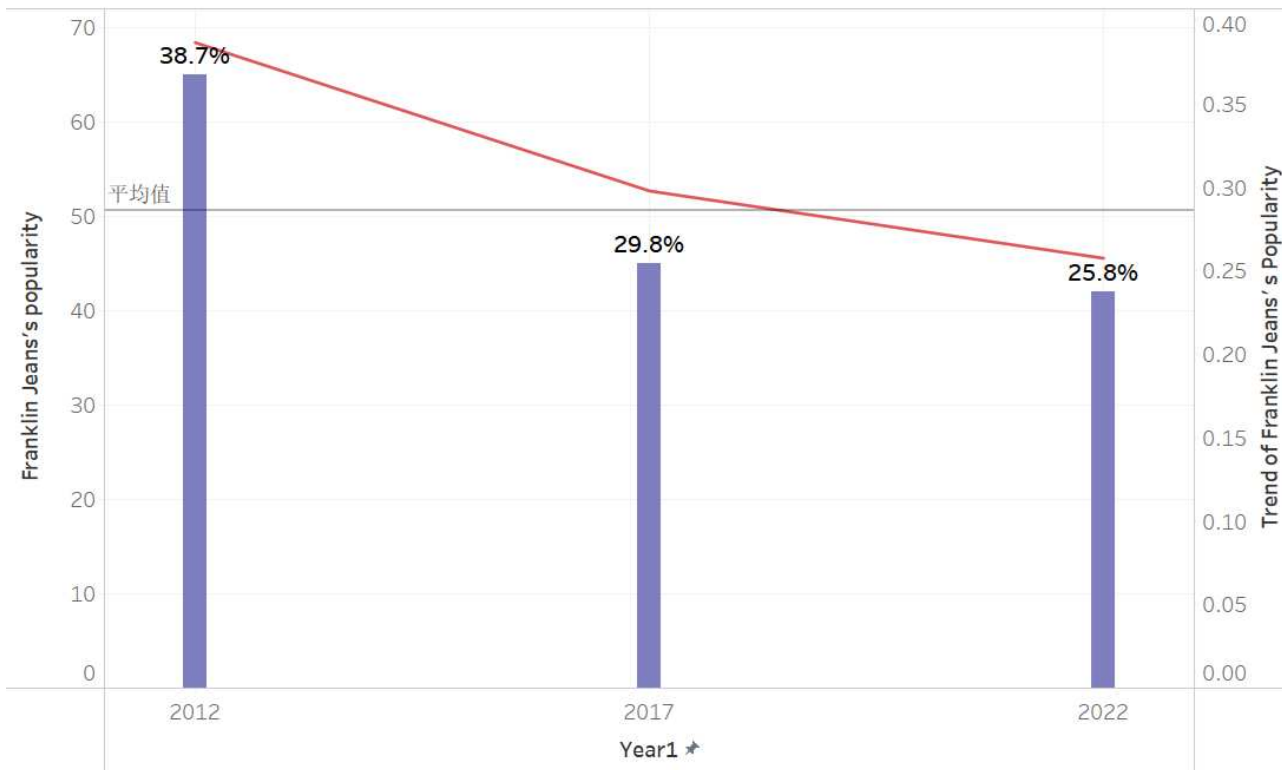
Casual Wear Local Chain

**Founded in 1974 by
Franklin Chiu**

34 Stores

Market position

Franklin Jeans's Popularity



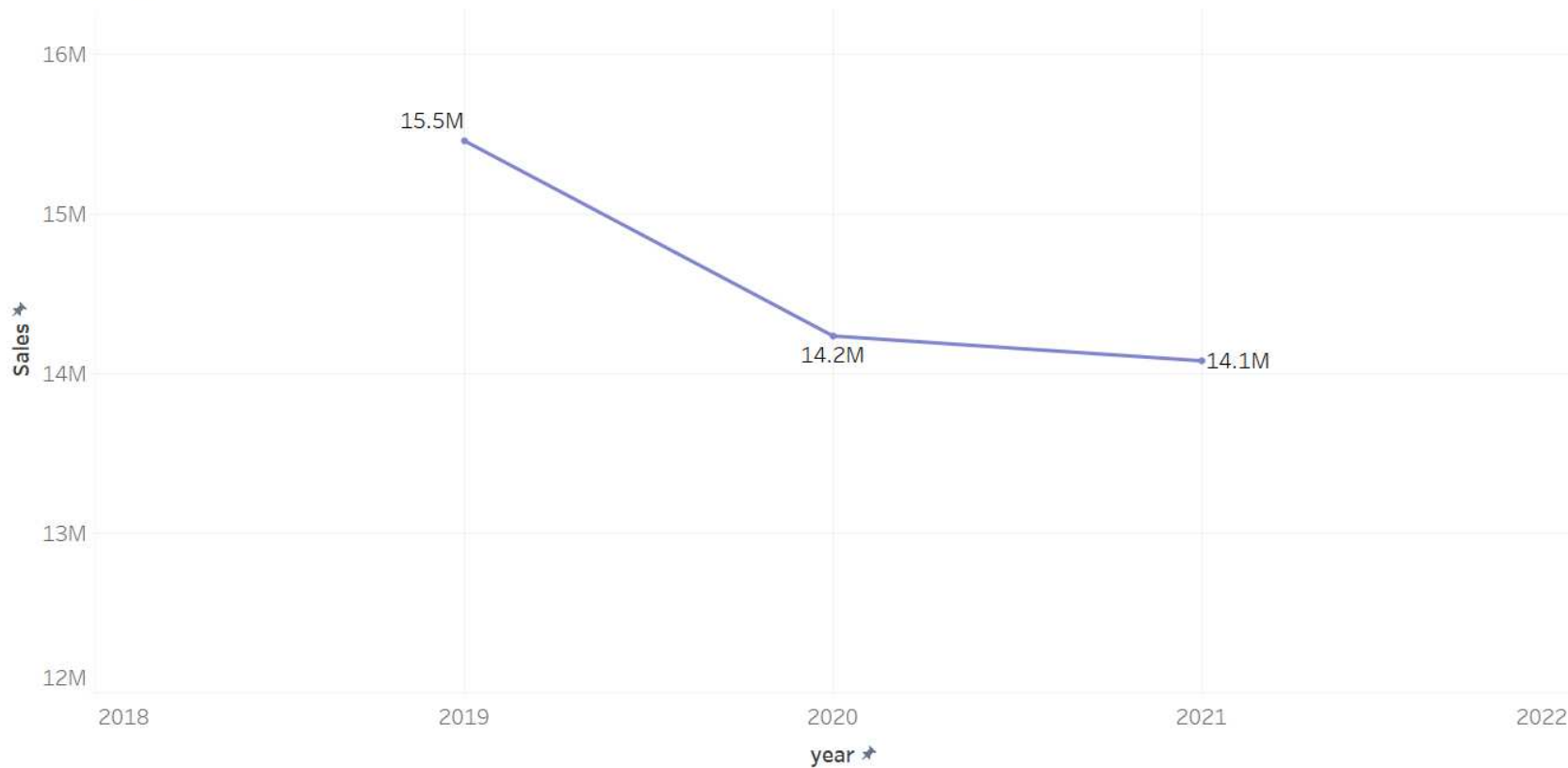
度量名称

■ Franklin Jeans's popularity

■ Trend of Franklin Jeans's Popularity

Sales performance

Total sales



02

Deep analysis & suggestions



Online Channels



Comments from Online Store

A word cloud of comments from an online store. The words are arranged in a roughly circular shape, with 'TikTok' at the top, 'Facebook' in the middle, and 'store' at the bottom. The words are in various colors (orange, purple, red) and sizes, indicating their frequency or importance. The comments include: TikTok, father's, email, my, like, online, Instagram, don't, Facebook, or, posts, think, still, and store.

TikTok
father's email
my like
online Instagram
don't
Facebook
or posts
think
still
store

Suggestion 1



Exclusive items for Online shops only



Free delivery costs with certain amount of spending



Recruit some younger influencers as representative

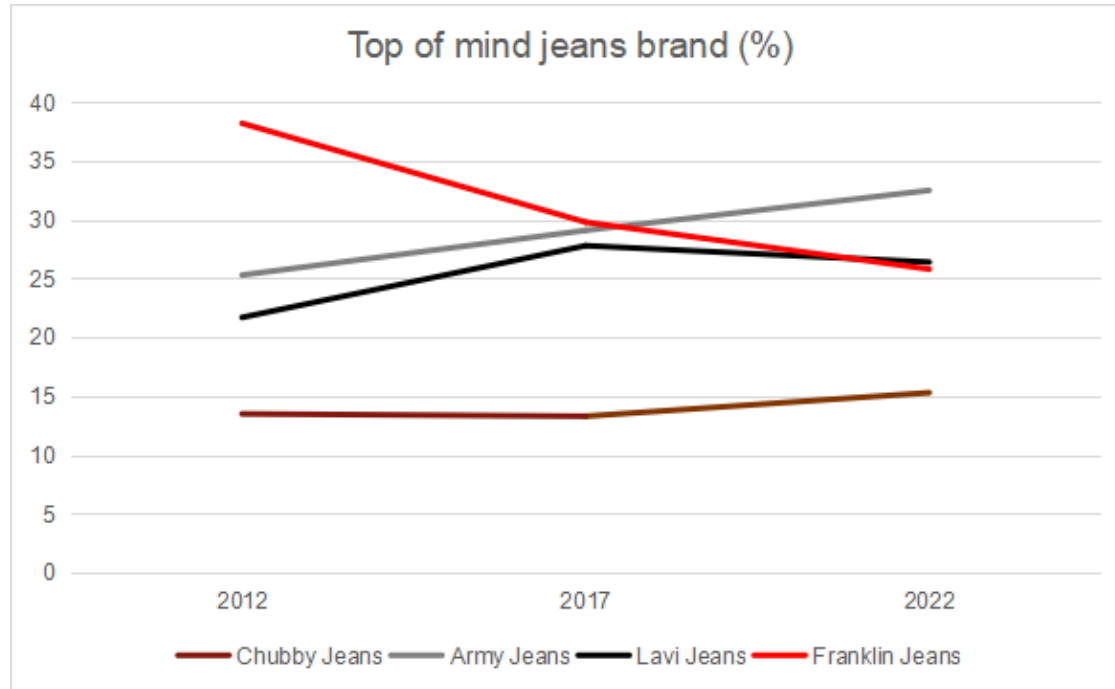


Create interactive online forums

Brand



What is the top of mind jeans brand for customers?



Bad reviews from customers



The stores are so **old-fashioned**, sounds like my **grandparents** will go

The stores of Franklin Jeans **stink, environment is also messy**. You really don't want to enter them.



The **logo** looks like from the **80s**, which it is



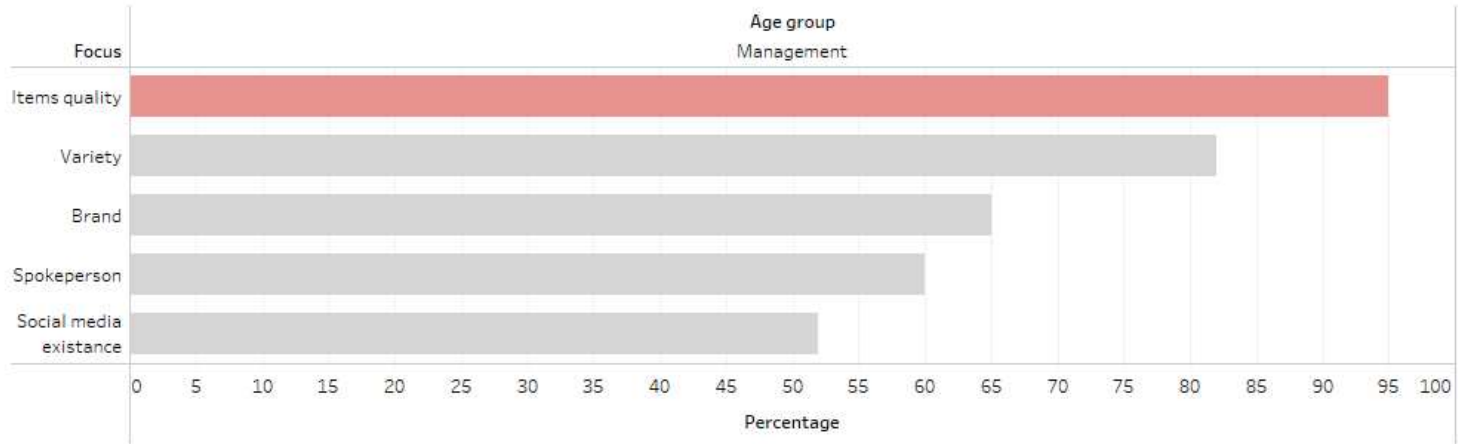
How about Tik Tok? Do they have them?
haha

No, maybe they are still **sending mail**.



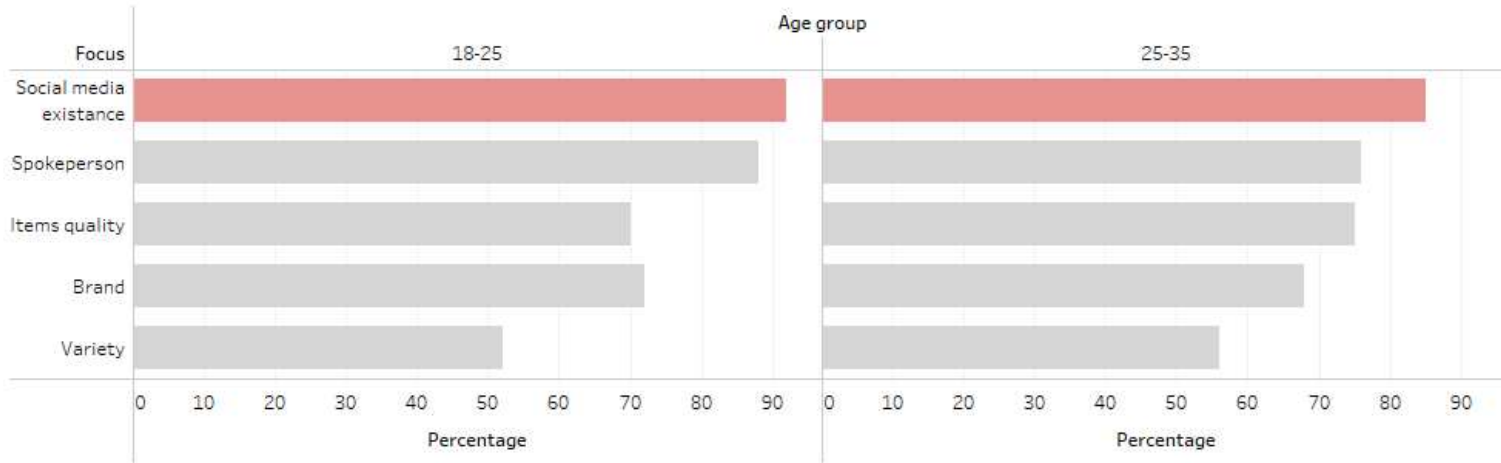
Important features for management

Focus of different groups (% of audience think that they are important)



Important features for young customers

Focus of different groups (% of audience think that they are important)



Suggestion 2

Change a new logo

Change the brand image

Renovate the stores

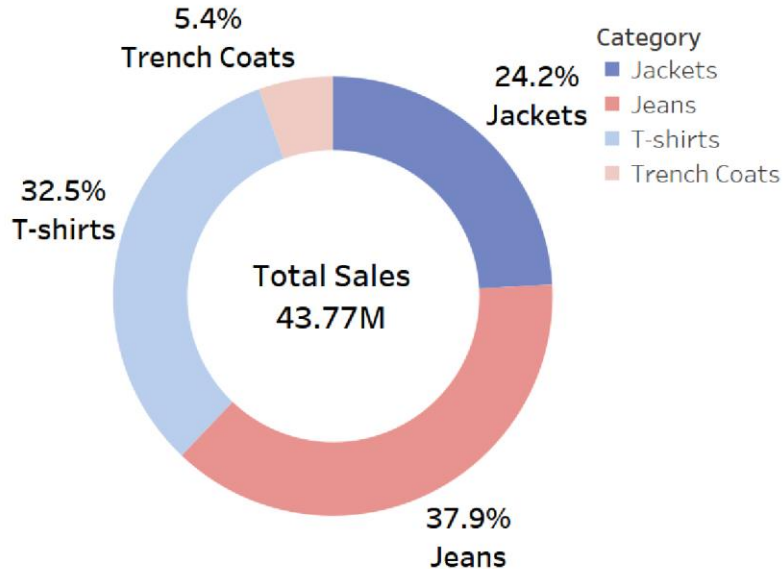


Product mix



Overall Proportion of various categories

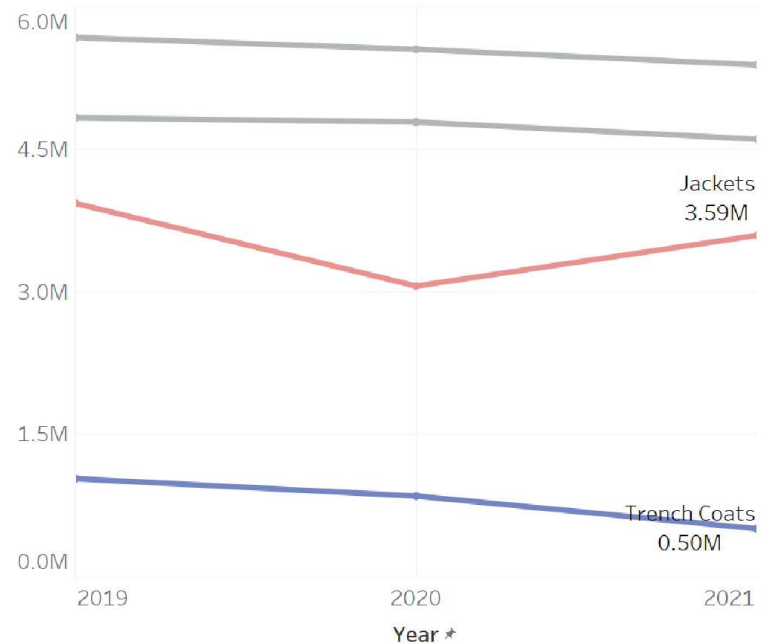
Percentage of sales by category



Time comparison of sales



Changes in annual sales by different categories



Suggestion 3



Stop loss in time

Stop selling the trench coat series,
as no one is buying them

key object

Add variety of Jackets, which has
great sales last year



03

Conclusions



Conclusions



Set up online store



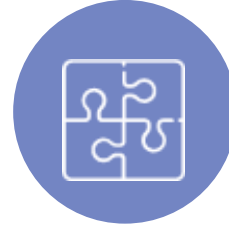
**Take market share
back from competitors**



Rebranding



**Earn praise in online
forums and focus
groups**



Rearrange product mix



**Focus on products with
high market demand**

Thanks!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**, and illustrations by **Storyset**

