Assignment MIS106 E-Business, Spring 2023

taslak, çizim, metin, grafik tasarım içeren bir resim

Açıklama otomatik olarak oluşturuldu

Our Brand:TBC – The Best clothes

<https://begumozkan29n.wixsite.com/tbc4y>

facebook:<https://www.facebook.com/profile.php?id=100092687658666>

pinterest:<https://pin.it/1ZsRLO5>

instegram:<https://instagram.com/clothinthebest?igshid=MzRlODBiNWFlZA==>

Busenur Durak 211005006

Begüm Özkan 211005050

Kamil Eren

Barış Mert Tarlacı

Ayşe Rana Çamlı

A. Entrance

We chose to set up an online shopping site. The name of our brand is TBC(The Best Clothes). Clothes and jewelry are sold on our site. Our brand has a store, website and social media accounts. Our brand is suitable for all ages, sizes, styles and budgets. Our aim is to appeal to everyone and give direction to fashion. The most important feature of our brand is customer satisfaction. The aim of our brand and products has always been to facilitate the work of our customers and to provide fast service. So our motto is "get dressed and go out". Our other very important features are product variety, product quality and secure shopping experience.

additional work;

Young Talents Meeting: We organize meetings with our talented and passionate young designs.

Fashion Week 2023: We are attending Paris Fashion Week, where style and creativity meet.

Custom Design: We make tailor-made clothing designs so that everyone can see themselves as they want.

Job Advertisement: We offer job opportunities to talented people to grow and develop your brand.

Jewelry Design: We complete our customers' combinations with the most special and wonderful personalized pieces.

B. Competitor analysis

Our Competitor: Forever 21

metin, beyaz, yazı tipi, tasarım içeren bir resim

Açıklama otomatik olarak oluşturuldu

Forever 21 is a fashion brand based in Los Angeles, California. The brand targets young people. And its aim is to provide affordable and fast service. İt always follows the current and trends, because its target audience is young people. And it adapts to fashion.

Business Model: Forever 21 is a Los Angeles, California-based brand. It has hundreds of stores in America, Asia, the Middle East and the UK. It is in online sale. It has a website, app and social media accounts. It has products for all ages and audiences. But its target audience is young people. Therefore, it is known for providing economical and fast service. It always follows the current and trends and adapts to the fashion. The brand sells accessories, beauty products, and apparel. The brand tries to appeal to every body and fashion sense, that is, to everyone.

Eight Unique Features of E-commerce Technology:

• Ubiquity:

Forever 21 has a website and mobile app. It also sells Forever 21 products on major e-commerce platforms like amazon. Such tools increase ubiquity by making e-commerce available from a wider range of devices.

- <https://www.forever21.com>

-<https://play.google.com/store/apps/details?id=com.mx.rarewire.forever21&hl=tr&gl=US>

-<https://apps.apple.com/tr/app/forever-21/id365886172?l=tr&platform=iphone>

• Global or local reach & Marketing:

Forever 21 can reach everyone and market products by using digital ads, search engines, social media, television, posters and billboards. And thus increasing its sales.

• Universal standards:

Forever 21 obeys with universal laws such as consumer, data protection, intellectual property, advertising and commerce, electronic commerce, tax, content and media. For example, it uses encrypted payment systems and complies with payment security standards such as PCI DSS (Payment Card Industry Data Security Standard). This shows that it conforms to its universality.

• Richness:

Forever 21 uses technology very effectively. It has rich content such as photos, videos, technical specifications and user comments of the products. This wealth helps the customer's experience a lot. But of course it could be improved a little more. In addition, the variety of products and the high number of competitors make it even richer.

• Interactivity:

Forever 21 has tools like live chat, email, phone or social media. It also allows customers to evaluate products, make comments or give ratings. But it has problems answering customers' questions and service. It's extremely slow and lags. Customers have serious complaints about this.

• Information density:

-Forever 21 collects customer information with a customer registration form. Customers fill out the registration form to take advantage of discounts or promotions when entering a Forever 21 store. In this form, information such as name, address, e-mail address, date of birth is requested.

-Forever 21 collects information from customers when signing up for its official website or mobile app. It requests information such as name, address, e-mail address, phone number from customers while shopping online or becoming a member.

-Forever 21 offers a program where customers can earn points and enjoy special offers while shopping. Personal information is collected from customers participating in this program and their shopping habits are analyzed.

Additionally, Forever 21 offers a subscription-based email newsletter to keep customers informed via email. Customers subscribe to these newsletters when registering on the website or in-store or ordering online.

-Forever 21 also collects information through customer profiles on social media.

-In terms of Forever 21 information, this feature is very important to raise awareness of customers. Information such as product descriptions, technical specifications, instructions for use, price information, delivery options are provided to customers. However, stock status is not shared with customers. Forever 21 can improve itself in this regard.

• Personalization/customization: Forever 21 customizes messages using customers' username and past shopping information. To be greeted with a username in Forever 21, you need to be a member. But it certainly does not customize and personalize products. It needs to work on this.

• Social technology: For a e-commerce site to be successful, It needs to be integrated with other social media platforms. Forever 21 has and actively uses social media accounts. Users can write their comments to these accounts.

-Identify the following:

* its customer value proposition;

The value proposition is the sum of the benefits provided to the customer during a problem solved or a need met for them. Forever 21 always values ​​the customer value proposition. Forever 21 always offers its customers unique benefits and opportunities such as discounts, gift certificates, Forever 21 Credit Card, Forever 21 VISA Credit Card...

Forever 21 offers its customers product and performance quality, design and design.

Forever 21 cares great emphasis on communicating with its customers. It uses tools such as advertising, marketing campaigns, website, social media. It gives great importance to customer comments and opinions, satisfaction, suggestions and complaints.

* the marketspace it operates in;

Clothing industry

The clothing industry is a very large industry. The clothing industry has always attracted a lot of attention and that's why there has always been a lot of competition. Especially in recent years, after shopping has switched to online, the interest in this sector has increased a lot. Because internet shopping has eliminated the waste of time, fatigue and lack of options . The most important tools in this are websites and applications.

Consumer preferences are very important to define this market area. Factors such as consumers' age, gender, income level, lifestyle and interest in fashion trends should be considered. Forever 21 has customers of all audiences. But the general target audience is young people. Most its products are suitable for young people. Although Forever 21 did not attract the attention of everyone, it was able to attract the attention of the majority of young people and make them customers.

Fashion trends are also very important to understand the market. The clothing industry changes a lot according to fashion trends. These trends must be followed. Forever 21 is a brand that follows fashion and tries to adapt to it.

Competitive analysis is very important to understand this market. It is very important to know who your competitors are and to know their strategies. It is very important to know the pricing, quality, marketing strategies and target audiences of competitor products. Forever 21 takes this seriously.

Sales channels, social media and e-commerce are very important for this market. Because where you sell your product, where you advertise affects the amount of sales of your product. and Forever 21 cares about that.

some data:

- The largest clothing manufacturer is China. China accounts for about 30% of the world's clothing production. Other important producers include India, Bangladesh, Vietnam and Turkey.

- The COVID-19 pandemic adversely affected the clothing industry and its growth rate slowed.

- With the widespread use of mobile devices, mobile commerce is also expected to grow.

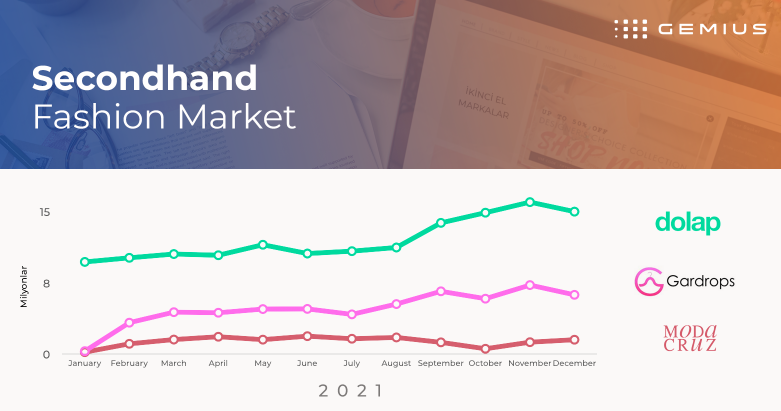
- Important brands in the clothing industry in Turkey: LC Waikiki, Koton, Mavi Jeans, Collezione, Beymen, İpekyol, Tween, Network, Defacto, Roman.

- important brands in the clothing industry in the world: Zara, H&M, Nike, Adidas, Levi's, Gucci, Chanel, Burberry, Ralph Lauren, Gift Clothing.

metin, ekran görüntüsü, yazı tipi, sayı, numara içeren bir resim

Açıklama otomatik olarak oluşturuldu

Looking at Statista's projection based on the global fashion market for the year 2019-2029, it is emphasized that the market will grow by 185 percent, and it is seen that this sector has a great potential in Turkey. Gemius Turkey's data reveal a striking picture in this context.



According to Gemius Audience's data covering the whole of 2021, Dolap, Gardrops and Modacruz platforms operating in Turkey continued to grow throughout the year. Reaching approximately 10 million reach in January, Dolap managed to reach 15 million reach in December, while Gardrops and Modacruz also increased the number of visitors and closed the year with growth.

diyagram, çizgi, yazı tipi, öykü gelişim çizgisi; kumpas; grafiğini çıkarma içeren bir resim

Açıklama otomatik olarak oluşturuldu

In 2021, fierce competition took place between the two big names of the e-commerce industry, Amazon and AliExpress.

| **Company** | **Pazar Share** |
| --- | --- |
| Inditex Group (such as zara) | %8-10 |
| H&M | %7-9 |
| Nike | %3-5 |
| LVMH Group (such as Louis Vuitton ) | %2-4 |
| Adidas | %2-4 |
| PVH Corp. (such as Calvin Klein ) | %2-4 |
| Kering Group (such as Gucci) | %2-4 |
| Fast Retailing (Uniqlo) | %2-4 |
| Gap Inc. (such as Gap) | %2-4 |

Some major players and their approximate market shares in 2021

* who its main competitors are;

All small and large clothing brands are competitors of Forever 21. But especially brands such as H&M, Zara, Topshop and Uniqlo are Forever 21's main competitors. These brands are the ones that most appeal to the youth, the target audience of Forever 21. Forever 21's goal is to sell the most affordable products. And the aim of these rival companies is to sell the best quality goods at the most affordable price.

* And any comparative advantages you believe the company possesses.

-Forever 21 has customers from all walks of life. It mainly appeals to young people. and has made most of the young people a loyal customer base. This is something that not every brand can achieve.

- Forever 21's products are more stylish, comfortable, beautiful and trendy than other brands.

- Forever 21's products are more up-to-date, modern, high quality and affordable than other brands.

- The design of Forever 21's site and social media accounts is better than other brands.

- Forever 21 cares more about customer satisfaction than other brands. Forever 21 communicates more with customers than other brands. and Forever 21 values ​​customer feedback more than any other brand.

-Forever 21's customer service is better than other brands. Forever 21 attaches more importance to customer satisfaction, requests and complaints than other brands.

- Forever 21's employees are more qualified, educated, experienced and conscious than other brands.

- Forever 21 is more conscious and environmentally friendly than other brands. It gives more importance to sustainability.

- Forever 21 is a very well known, reliable, popular, preferred and quality brand. This is something not every brand can do.

- It is a very colorful, up-to-date, modern and wonderful brand because it appeals to young people. It is easily distinguished from other brands in this regard.

- Forever 21 offers more discounts, deals and offers than any other brand such as Forever 21 Credit Card, Forever 21 VISA Credit Card.

- Forever 21 has a very strong delivery network. Forever 21 has an extremely fast and reliable network. And this sets it apart from other brands.

- Forever 21 has established a solid supply chain to procure its products on time and of high quality. Solid relationships with suppliers have been established and products complying with quality standards are supplied by working with reliable partners. This affects Forever 21's success.

C. Website and Social Media

<https://begumozkan29n.wixsite.com/tbc4y>

facebook:<https://www.facebook.com/profile.php?id=100092687658666>

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D. Digital Marketing Plan

1.Situation analysis

Swot

metin, ekran görüntüsü, yazı tipi, menü içeren bir resim

Açıklama otomatik olarak oluşturuldu

Customer demand analysis

TBC appeals to customers who want to feel special with special designs and fashion sense.Although TBC is newly established, it has a very loyal, quality and tasteful customer base. TBC is a brand that aims to appeal to everyone. It usually has middle and high income customers.

Demographic Profile: children and adults. Popular with both women and men. TBC's collections are broad, catering to a variety of age groups and styles.

Income Level: we have customers from different income levels. but we generally appeal to middle and high income level.

Shopping and Fashion Sense: we have a customer base that follows trends, current and fashion. They shop frequently. Our online website and store attract a lot of attention.

Loyalty: we have a loyal customer base. Our quality, fashion sense, business care, ambition, and determination cause the customer to be loyal.

metin, ekran görüntüsü, yazı tipi, sayı, numara içeren bir resim

Açıklama otomatik olarak oluşturuldu

Some Questions:

● What percentage of customer businesses have access to the Internet?

We have three businesses. All our businesses have internet access. they all have access to our online website and stocks.

● What percentage of members of the buying unit in these businesses have access to the

Internet?

All our members of the buying unit in all our businesses have internet access. all have access to our online website and stock.

● What percentage of customers are prepared to purchase your particular product

online?

Seventy-five percent of our customers shop online. Our customers who shop online also shop at our stores.

● What percentage of customers with access to the Internet are not prepared to purchase

online, but are influenced by web-based information to buy products offline?

Although our delivery system and website are very good, we have customers who do not want to shop online. its rate is thirty percent. because sometimes people are afraid of garment size problem . And we have customers who are biased because of our unsuccessful competitors sending the wrong product. However, we have a lot of customers who like our products on our website and social media accounts and shop from our stores.

● What is the popularity of different online customer engagement devices such as Web

2.0 features such as blogs, online communities and video?

For our brand is new, we could not reach the popularity we wanted. But our website is very popular and has a lot of customers. We do not use tools like blogs, online communities and video.

Because we don't have customers using and requesting them. we use pinterest, facebook and instagram. Our customers care about and use them. and these accounts provide more awareness. But we are working on this issue and it continues.

● What are the barriers to adoption amongst customers of different channels and how can

we encourage adoption?

Customers who do not want to shop at our stores may only want to shop online or they may have lack information about our stores. We plan to do more advertising to solve this. We need to increase our awareness. Or we need to change our customers' online shopping habits only. We need to enable them to shop both online and in the store. For this, we can offer special discounts, special products or deals in our store.

We have customers who do not want to shop from our website. The reason for this may be technology barrier, may not know our website or may be just shopping in stores. we need to do more advertising campaigns to solve them. We must increase our awareness. We can create instructional videos on how to use our website, and we can create special discounts, special products and deals on our website.

metin, ekran görüntüsü, diyagram, yazı tipi içeren bir resim

Açıklama otomatik olarak oluşturuldu

volume of searches made in a month

metin, çizgi, öykü gelişim çizgisi; kumpas; grafiğini çıkarma, diyagram içeren bir resim

Açıklama otomatik olarak oluşturuldu

2.Strategy

metin, ekran görüntüsü, yazı tipi içeren bir resim

Açıklama otomatik olarak oluşturuldu

3.Objective setting

Our Goals

metin, ekran görüntüsü, yazı tipi içeren bir resim

Açıklama otomatik olarak oluşturuldu

4.Tactics

metin, ekran görüntüsü, yazı tipi, yazılım içeren bir resim

Açıklama otomatik olarak oluşturuldu

Our Tactical Plan

5.Acions

Some questions:

* What level of investment in the Internet channel is sufficient to deliver these services?

Production and supply chain, Design and R&D, Stock, Brand and logo design, Points of sale, E-commerce platform, Marketing and advertising, Personnel, License and permits, Operating expenses must be calculated. An average of $50,000 is required.

* What will be the payback?

First we can only recover the capital. But over the years, we can earn many times more than the capital.

* What training of staff is required?

They need to be trained in subjects such as fashion design,

business administration,textile technology,retail and sales,communication and brand management and CRM .

* What new responsibilities are required for effective Internet marketing?

Digital Marketing strategy development,social media management,content marketing,SEO and search engine marketing,data analytics,mobile marketing,Responsibilities such as internet security and privacy, advertising department, ıt department, crm are required.

* Are changes in organisational structure required to deliver Internet- based services?

We need to improve the it and crm department. We need to make faster decisions. We must always be up to date. We must be in constant interaction with customers.

* What activities are involved in creating and maintaining the website?

planning,domain name and hostingdesign and development,content creation,SEO (search engine optimization),testing and debugging,there are activities like update and maintenance and crm.

6.control

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Evaluation

metin, ekran görüntüsü, yazı tipi, sayı, numara içeren bir resim

Açıklama otomatik olarak oluşturuldu

Busenur Durak 45%

Begüm Özkan 45%

Kamil Eren 10%

Barış Mert Tarlacı 0%

Ayşe Rana Çamlı 0%