

CASE STUDY

City Ranking Study for one of the worlds largest apparel brand owners

With already a strong presence in China, The Client, one of the world's largest apparel companies, wanted to further it's premium jeans brand in the China market by optimizing it's store network and also find untapped market potential. The Client faced a number of challenges when estimating the market size and potential door count for individual cities in China. To overcome these challenges The Client worked together with getchee, the leading supplier of market intelligence in Asia with current and in-depth statistical and geo-demographic data for over 2,000 cities in China.

- CLIENT -

One of The World's largest international multi-brand owners.

- SOLUTION -

Calculate market potential at city level, optimize nationwide door footprint and rank cities for development.

- BENEFIT -

getchee identified greenfield pickups and optimized footprint to reduce cannibalization and network gap.

\$800 Billion

Estimated size of China retail market

THE CHALLENGE

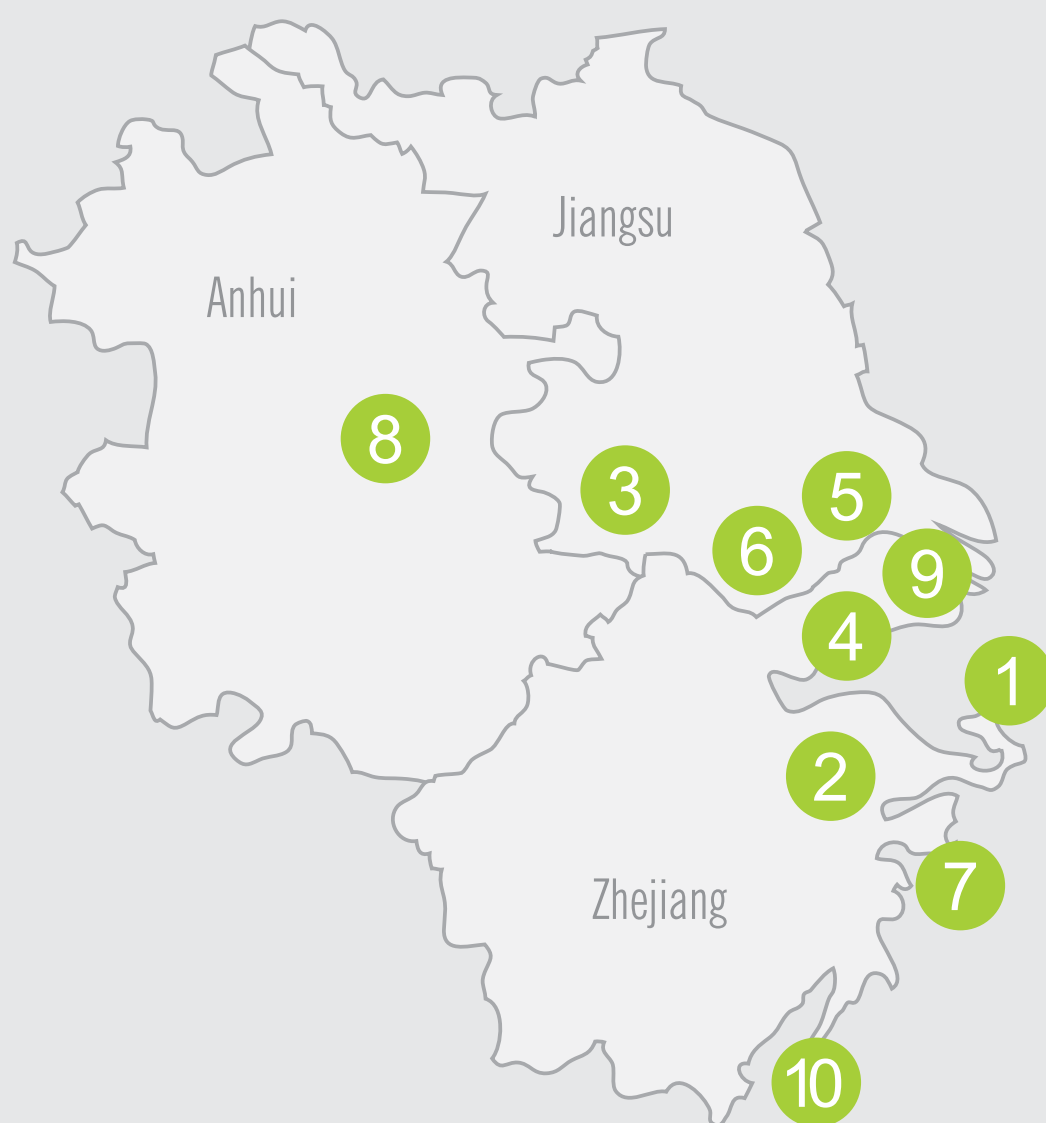
At an estimated USD800 bil, the retail market in China is the primary market for international development. The Client faced a dearth of quality market and demographic data so could not accurately prioritize cities for expansion and new developments. Without identifying priority cities The Client was failing to fully capture emerging cities in China, identify greenfield pickups with few competitors and understand accurate door numbers for optimal network coverage.

THE SOLUTION

getchee identified and calculated the size of markets with a high density of target customer that weren't already penetrated by competing jeans and apparel brands.

To size the jeans-wear market in China, getchee combined the wealthy urban population between 15 and 45 with their expenditure on apparel.

After sizing the overall mid-to-premium jeans-wear market, it was necessary for getchee to prioritize and target key untapped potential in new areas for The Client. Therefore, getchee identified the cities and regions which were under-penetrated by competing jeans-wear brands and regionally highlighted gap potential in key areas. The diagram to the right ranks the top 10 cities by gap potential, indicating key markets to enter.



In conclusion, evaluating the key drivers of market size, gap potential, retail penetration, and target customer density in cities throughout China, getchee was able to advise The Client on their China market strategy. Ranking markets on a Productivity vs. Door Gap matrix, getchee was able to identify key new markets to aggressively enter with easy greenfield pickups in cities. The matrix also displayed markets with an existing brand footprints where the coverage should be optimized with additional or alternative point of sales. Furthermore, in rapidly emerging-B and C cities The Client needed to improve their market share of their premium Jeans brand to compete with the leading competitor.

getchee can help you too. Contact us today.

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 **getchee**
be market intelligent