**Marketing Campaign for Decreal Gear**

**Section 1**

**Rationale**

In this marketing campaign I will be making sure that Decreal Gear’s price rise and also have more costumers buying from the company which will lead to an increase in buyers and having a wider range of products so the costumers can come to our stores and be satisfied of the range of products that we offer. The outcome of this will be to become widely recognised in the sports industry and beat its rivals. They also hope to profit from marketing costs and even recruit celebrities to serve as customers or representatives for their company, eventually pushing their brand to new levels of popularity.

**Aims and Objectives**

Their minimum goal is for Decreal Gear to become one of the leading sportswear brands in the UK, compete with the greatest sportswear brand in the UK, and increase in recognition by up to 30% and receive 5% of annual profits and sales. Decreal Gears has a lot of potential to meet these expectations, which is why this goal is being desired; however, to do so, they will need to put in the work.

Some of their company's goals could be to produce coupons for their customers, or even a loyalty card or bonus to encourage customers to return or to draw in new customers to Decreal Gear. Another desirable goal is to periodically offer significant discounts on items that must be sold or on occasions such as holidays. Additionally, it would be a smart idea to reward customers who use our online app by offering them monthly discounts on their birthdays provided when they enter their information on the app.

Gaining famous individuals to represent our brand, improving advertising tactics, effectively managing sales and production, and drawing in new customers are just a few of the goals.

**Research**

Primary Research- Based on data gathered from primary research, almost 75% of Decreal Gear customers buy sporting goods and equipment, and many of them engage in physical activity three to five times a week. This gives their business reliable information as they are aware of the need for sports equipment among their customers and what needs to be prioritised to significantly increase revenues. Furthermore, because Decreal Gear has a reputation for offering exceptional quality gear, almost 80% of customers come to them for the brands they want.

Secondary Research – Competition

Nike is the manufacturer of the best-selling sneakers, the Air Force 1, as well as the best-selling tracksuits, the Dri-fit and the Nike Tech Fleece, which are worn casually every day. They also carry the original Nike snood, the revolutionary Nike strike snood, and the Nike hijab.

**Target Market**

The target market for the products that Decreal gear sells, is mainly people above the age of 16. People who are responsible of their own money and have their own income are the costumers who we are looking for. Families are also welcome, children under the age of 16 are preferred to have parental consent to make a purchase.

**Market Size and Structure**

Sportswear is part of mass market because it is made for anyone, it is accessible anywhere starting from supermarkets to specific branded sportswear shops like JD or Sports Direct. Sportswear is not only worn when doing sports, but people also wear jogging bottoms daily, starting from going out to just being comfortable at home.

**Trends**

Sportswear has **technological trends**, one of them is smart textiles with embedded sensors which can help monitor heart rate, pressure, posture, skin temperature, and breathing rate for sportswear. Furthermore, using mobile applications the data can be used to evaluate performance by algorithms and can give required feedback. Biometric sensors, flexible heaters and force-sensing resistors can help improve performance, keep wearers comfortable and inform consumers with data about their workouts and health stats. Another trend i sportswear is social trend, a social trend is something that occurs in society. An example of this in sportwear is casualwear. Casualwear is a piece of clothing that is comfortable, which is suitable for everyday life. This type of clothing is suitable for everyday wear and exercise. For example, people in society wear tracksuits and jogging bottoms on any occasion that occurs during their day, starting from staying at home to even going out to run errands, because this type of clothing is comfortable. Casual wear is suitable for exercise too, athletes will wear tracksuits and hoodies for comfort and for leisure.

**Environmental trend** is another trend in sportswear, this is a very important trend not just in sportswear, but also in society. Sustainable sportswear is a very significant factor which consists in the use of recycled materials to be able to make a product. This is very important because it helps reduce the amount of plastic waste in the environment and conserve natural resources. The best fabrics that are used to make sustainable sportswear are cotton, hemp, recycled wool, man-made cellulosic fibers, recycled or biodegradable polyester, and regenerated nylon. These are the best materials to use for sustainable clothing in sportswear because they help the environment. An example of sustainable sportswear in big sportswear brands is Nike diverting 99% of all footwear manufacturing waste from landfill. Nike diverts more than 1 billion plastic bottles annually from landfills to create yarns for new jerseys and uppers for Fly knit shoes. The Reuse-A-Shoe and Nike Grind programs convert waste into new products, playgrounds, running tracks and courts. Another example in environmental trends in sportswear is how Adidas has incorporated more sustainable and innovative materials into its products over the last few years. Some of these include recycled polyester, BCI or organic cotton, and materials made from ocean plastic. In 2022, over 96% of all polyester used was recycled polyester made of plastic bottles and textile waste.

**Competition**

There are many competitors in the market who sell sportswear. There are big brands like Nike, Adidas, Puma and many more. But there are also stores like supermarkets that sell sportwear that are also competitor. One major rival is Sports Direct, a business with a comparatively small staff. Sport Direct offers sport clothing and casual clothing for all genders, which is comparable to Decreal Gear. The brand is well-known in the UK and is famous for offering high-quality apparel. Spots Direct's drawback is that they have a reputation for producing some of their less expensive items with inferior supplies, which makes them unappealing.

JD is yet another rival; it employs a small staff. Although they do not sell sports goods, JD Products is known for their premium casual clothing for both men and women. They also offer some sporting goods. Although JD casual clothing may be considered expensive, it is also a very well-liked brand among UK consumers, primarily due to the superior shoes it offers. One of their weaknesses is that they do not give sports gear the same priority as other companies that sell casual clothing.

**SWOT Analysis / PESTLE Analysis**

PESTLE Analysis consists of political, economic, social, technological, legal, and regulatory, environmental, and ethical analysis.

POLITICAL

The amount that a government might impact the economy, or a particular business is determined by these criteria. For example, the introduction of a new tax or duty by the government might cause companies' whole revenue-generating structures to change. Political issues can have a major effect on the business and economic environments. This includes trade tariffs, fiscal policies, tax laws, and other policies that governments might put in place throughout the year's budget.

ECONOMIC

These are aspects of an economy's performance that have a direct impact on the business and have consequences that last. An increase in any economy's inflation rate, for example, could affect how businesses price their products and services. Also, it would change consumer purchasing power and interrupt demand/supply models for that economy. Inflation, interest rates, foreign exchange rates, economic growth patterns, and other economic factors are examples. It also considers FDI depending on the industries under consideration.

SOCIAL

Social analytical factors that affect branding, marketing, strategy, and overall operations shape Decreal Gear. Understanding cultural norms, preferences, and attitudes towards sports is essential. Demand for different sports goods and services is influenced by societal norms, cultural shifts, lifestyle changes, and demographics. For example, the emphasis on health and fitness in society has increased demand for sportswear and fitness gear, which has an impact on the business plans of companies such as JD Sports. Sport companies must have a strong online presence and communicate with fans on a range of platforms because social media and technology have also significantly changed fan interaction.

TECHNOLOGICAL                                                                                                                                           Technology has had a significant impact the sportswear market in a few ways. First, sportswear design and production benefit from technological advancements. Sport clothing companies can now produce high-performance clothing that enhances athletes' comfort and performance due to advancements in production techniques and materials, such as moisture-wicking textiles. Second, because e-commerce and online retail platforms allow businesses to effectively reach a global audience, they have completely changed the way sportswear is marketed and sold. The sportswear sector also encompasses data analytics and wearable technology. Finally, the development of environmentally conscious materials and processes is made possible by technology, which is contributing to the growing importance of sustainability and eco-friendly practises.

LEGAL AND REGULATORY

Sport wear companies must consider legal and regulatory analysis factors because they guarantee compliance, lower risks, and foster a favourable business environment. Preventing the infringement of creative designs and brand logos necessitates considering intellectual property rights, such as patents and trademarks. Laws requiring fair labour practises protect employees' welfare. Respecting import/export and trade regulations is essential when purchasing goods and resources from other countries. With the promotion of environmentally friendly and sustainable practises, environmental laws are also becoming more important.

ENVIRONMENTAL AND ETHICAL

Environmental and ethical factors play a key role in shaping the development of a sportswear company in today's moral marketplace. Environmental factors include lowering the carbon footprint of the production and distribution process, using eco-friendly manufacturing techniques, and sourcing sustainable materials. In addition to being morally required, the treatment of workers throughout the supply chain, fair labour practises, and the promotion of diversity and inclusion are examples of ethical factors. It is also guaranteed that fair salaries, safe working conditions, and ethical sourcing practises improve a brand's reputation and attract customers who are ethically conscious. These factors are having an increasing impact on consumers' purchase decisions, brand loyalty, and even investment decisions.

**SWOT**

SWOT: Technology is a strength since it can be used to develop new comfort and performance-enhancing technologies for sports equipment, which will help people who want the best equipment for the sport they play. Furthermore, wearable technology and data analytics utilising eco-friendly and sustainable technology are employed in the sport clothing industry to facilitate the creation of environmentally conscious materials and procedures. The ability to share our products via an app and allow customers to purchase them from the comfort of their homes is another advantage of technology. However, a major drawback of technology is that it is never completely dependable because unforeseen events, like orders not being placed online, or the app could malfunction further putting technology enhancing products into clothes could be expensive.

Economic analysis is crucial because it affects a company's operations, profitability, and overall success. These variables include consumer preferences and market demand, which dictate the kinds of sports-related goods and services to provide, as well as advertising tactics and pricing plans. Each of these is a major strength. Economic analysis also generates enormous opportunities because more capital invested in a business is better for the brand because it will help the company expand and become more well-known in the market for athletic apparel. Additionally, it may lead to the company opening more locations in the UK with a wider selection of brands and merchandise to sell. A weakness in economic analysis is that the current financial crisis may make people reluctant to buy products because they may be too expensive, which will drive up inflation and force product prices to rise even further. Additionally, since the UK is no longer a member of the EU, shipping costs may increase and shipping goods from overseas may become more expensive.

There are numerous risks associated with ethical and environmental concerns for the sports industry (Decreal Gear). The sports industry has a large environmental carbon footprint due to its expensive infrastructure, energy consumption, and travel. Addressing issues like energy conservation, waste management, and ecologically friendly venue design is necessary to lessen the negative environmental effects. Companies in the sports sector must also keep an eye out for moral dilemmas like equitable hiring procedures, inclusiveness and diversity, and intelligent sponsorship choices.

Ensuring compliance with ethical standards throughout the entire supply chain, from the production of goods to the planning of events, is imperative for upholding a positive reputation and upholding social responsibility. Sports businesses can engage with their fans and develop their brand on social media in a variety of ways. It provides a forum for engaging with followers, disseminating current information, and building a loyal online community. Organisations that play sports can show highlights, exclusive interviews, and in-depth content on social media platforms like Twitter, Facebook, Instagram, and TikTok. This attracts new supporters and engages existing ones. Additionally, social media provides a direct route for marketing.

**Product Life Cycle**

Decreal Gear is currently in the growing stage of its product life cycle because of growing in popularity. Decreal gear is no longer considered to be in the introduction stage because research indicates that the sportswear industry is expected to grow by 21% by 2023. This implies that Decreal gear will experience exponential growth in its products from now until 2023, demonstrating that they are still in the growing stage of their cycle life.

**Justification**

According to the primary research, there is a growing global demand for sportswear, as evidenced by the fact that most of our customers purchase sporting goods and engage in physical activity three to five times a week. Knowing this, we could offer discounts on some of our sportswear, such as two for one or buy one, get one free. Another idea is to offer customers special memberships, which would allow them to receive discounts ranging from five to ten percent, depending on how much they choose to spend on our membership plan. The ultimate plan might be to offer sport customers a free one-month gym membership after they spend a certain amount at our store, starting at more than 250 pounds.

Decreal Gear should launch a more extensive campaign for the Nike Hijab, in my opinion. The women's world cup was not that long ago, and this year's huge viewership compared to last year's indicates that women's sports are starting to gain the recognition they have been deserved. For these reasons, I think the company will benefit from this. Additionally, as women's football gains popularity, it indicates that younger girls are becoming interested in the sport. As a result, Nike's hijab—which is designed to be comfortable—becomes a crucial product that must be marketed to attract Muslim female players to the game.

**Reliability and Validity of Information researched.**

I chose to use questionnaires as my sampling method, and the participants consisted of 50 men, 45 women, and 7 other people. We asked a variety of questions, such as how frequently you exercise and what kind of exercise you particularly enjoy. I look up the following companies for my secondary research: adidas, JD, and Sports Direct. I gather information from Google search engines and examine each company separately, focusing on what makes them popular and positive in the UK. I also examine some of the negative aspects of the company from the viewpoint of the public, since understanding what the public believes about them is beneficial to my business because I can examine what makes them unfavourable to make Decreal Gear get better. I investigated the public's opinions and obtained information from their reputable websites because I knew that this would be the best method for me to provide myself with reliable secondary research that I could use.

**Section**

**Marketing Mix / Extended 7Ps**

* Must have all 7 – have sub headings for each

1. Product – what is the product, packaging
2. Price – what strategy will be used?
3. Promotion – how will the product be communicated?
4. Place – how will it be sold – e.g. online, shop
5. People – will employees have to be retrained – consider customer service
6. Physical environment – shop designs/ shop layout / décor have to be changed?
7. Processes – consider the making of the product, any technological changes?

**Marketing message**

* What is the key message, what are you trying to convey to the audience?

**Selection of Media**

* What methods of media will you use and why?

**Campaign Budget**

* Budget will be £?? – how will you spend this? Itemise each cost and make sure it adds up to the budget cost provided

**Timescale**

* Use your Gantt chart – also state in a sentence how long it will take for the campaign to start and finish