**GOVERNMENTCOLLEGE(AUTONOMOUS)RAJAHMUNDRY**

**DEPARTMENTOFCOMMERCE&MANAGEMENTSTUDIES**

**Program:** BBA Honours **Date**:19/08/2024

**Title of the Course:** Exploring About Allen Solly **Time:** 10:00 AM

**Name of Activity**: Case study on **"Exploring Allen Solly: A Comprehensive Look at its Brand and Evolution"**

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**Total Number Of Students Attendance :**

Signature of the Lecturer Signatureof the HOD

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**"Exploring Allen Solly: A Comprehensive Look at its Brand and Evolution"**

**COMPREHENSIVE STUDY ABOUT THE BRAND**

Name: Allen Solly

Launch: 1744

Allen Solly

Take over and launch in India: 1993

Previous Owner: Williams Hollins and corporation Ltd.

Present Owner: Madura Fashion and Lifestyle, Aditya Birla Group

Stores in India: 205 Stores/98 Cities/25 States

Sub brands: Allen Solly Juniors, Solly Jeans

Solly Sports Categories: Shirts, trousers, Denims- Shirts, suits, shorts, skirts, dresses, capris, jeggings, accessories such as belts, ties, portfolio bags, handbags, handkerchiefs, socks, cufflinks, etc.

**Merchandise Mix:**

• The merchandises kept at Allen Solly stores are altered every 6 months, that is when the Autumn-Winter Collections or the Spring Summer Collections are out.

• The stores are usually divided into sections on the basis of different segments like Men's wear, Women's wear, kids wear, Accessories, Discount sale, and a mixed sale arena.

• The entire store reflects a sense of sophisticated display of individual groups of merchandisX

• Allen Solly not only aims to dress people better but also allow them to experiment with their looks.

**PRODUCT MIX:**

• Allen Solly not only aims to dress people better but also allow them to experiment with their looks.

• The fresh range of clothing has helped the developing India come across as stylish and really presentable.

• The extreme passion with which they are building their brand has helped the contemporary Indian generation to develop a style that is incomparable and quite classy.

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**Products:**

GARMENTS ACCESSORIES

■ Shirts ■ Belts

■ Trousers ■ Ties

■ Denims ■ Portfolio Bag

■ T-Shirts ■ Hand Bags

■ Suits ■ Cufflinks

■ Shorts ■ Handkerchief

■ Skirts ■ Socks

■ Capris

■ Jeggings

**METHODS OF SOURCING**

• As Allen Solly have plenty of customers, volume wholesaling is a great way to source for products.

• It stand to make huge profit margins if the products they sell at retail prices after buying them using this option.

• The profit margins will be slimmer if they also use drop shipping as a product sourcing method.

• Allen Solly uses liquidation method to buy products from wholesalers or manufacturers as they are very eager to sell.

**ASSORTMENT PLANNING**

• The following policies are important and affect the planning process: To stock national brands or irregulars, Exclusivity of Merchandise, Pricing, Sales Promotion, Service.

• All the products are well assorted in all the stores of Allen Solly, either

• it be men or women and has made a different segment and store for

kids named Allen Solly Junior.

• Products of same silhouette are placed in same area like short length shirts, suits, trousers, etc are kept in their respective rows.

• Not only product variety wise but also according to its price range and color range

**RANGE**

• Here's the range of Allen Solly specializes in: (in INR)

• Denims: 1499-4900

• Kids apparel: 499-3000

• Classic and formal shirts: 1200-3500

• Classic and formal trousers: 1200-3499

• Formal and Non-formal t-shirts: 800-2500

• Footwear: 999-4999

• Bags: 2000-5000

• Belts: 999-2200

**PRICING**

• Like any other contemporary, Allen Solly also aims to bring the best of dressing option for Indian audience at affordable price.

• Be it the size, Small, Medium, Large or Xtra-large Allen Solly has something for people of all shapes and sizes.

• The price range is also very soothing, people can buy impressive T- shirts at an initial price of 500 INR and shirts for somewhere around 900-1200INR.

• Price of Jeans, cardigans, jackets and Bermudas varies on the basis of quality.

• Pricing merchandising products is complex process that is based on very accurate costing analysis and sales projections.

**QUALITY**

• Allen Solly product comes under best 5 Indian clothing brand according to their quality.

• Customer review for its quality: The comfort of the clothing in Allen Solly is amazing. It makes us feel very free and we can do our works easily. The amount paid for the clothing are genuine for its quality. The clothing are very simple and attractive.

• Either formal or casuals, shirts from Allen Solly are highly quality assured always and available in variety of colors and patterns.

**The Concept of Friday Dressing, 1995**

This was and is the brand's core USP and has held it in good stead over the many years. The brand not only created a category called 'Work-Casuals' but Friday dressing went on to become the pseudonym for free-thinking, free-spiritedness and unconventionality at work place. In simple terms Friday dressing symbolizes a relaxed casual entry from the busy week into the weekend accompanied by smart and semi-formal dressing in the 21st century.

In the later years, after 1995 Allen Solly studied the market of Indian women and identified 4 body types:

• Comfort

• Trim

• Straight O

• Regular

**COSTING**

• Costing refers to the costs used to create a product.

• These costs of goods include direct labor, direct materials, consumable production supplies, and factory overhead.

• Cost Of Goods: It is the cost of Manufacturing, including all materials, direct labor, and manufacturing overhead.

• Cost of goods sold It is calculated by adding inventory purchases to the beginning inventory and then subtracting the ending inventory for a specific time period.

• The cost of goods include full package price charged, CMT (CUT MAKE & TRIM) Price plus cost of Material.

• CMT + Material Cost + Labor + Freight cost + Taxes (Import / GST etc).

**MERCHANDISING CALENDER |**

• The basis for all merchandising planning in apparel companies is the Marketing calendar.

• Calendar is the central mechanism from which all other marketing schedules and all merchandising and manufacturing plans evolve.

• This planning tool is the clock that drives merchandising product development schedules sales appointments with important customers manufacturing planning.

• Deliver the proper product mix on a timely basis.

• Manufacture what the consumer wants with respect to style, quality and cost.

**6 MONTH MERCHANDISING PLANNING**

Why it is important?

Done after a inventory plan, Merchandise plan

This plan is prepared for six months

Merchandise budget should be prepared in advance of selling season

Easy to understand

Economy is changing, plan for 6 months

Flexible budgets.

**MAJOR COMPETITORS**

UNITED COLORS OF BENETTON

COLOR PLUS

BLACKBERRY

RAYMOND

ARROW

**Allen Solly SWOT Analysis:**

Strengths: Weaknesses:

•Innovation •Diseconomies to scale

•Market share leadership • Over leveraged financial

•Strong management team •position

•Strong brand equity •Not diversified

Opportunities: Threats:

•Acquisitions • Cheaper technology

•Asset leverage • Economic slowdown

•Emerging markets and • Price wars

expansion abroad

**Conclusion**

Indian society was becoming westernized as per lifestyles, educations and vocation in urban areas. With the cultural changes in India, western wear for women had a potential. Women and kids' market was yet to be explored fully. Indian League entered the women's wear market followed by Raymond's Madura garment followed by introducing Allen Solly into the Women's wear segment.

The response was positive but apprehensions whether the move of Madura to extend from men to women wear segment was the right one or not continue to remain.