

# **PRESENTATION ON DIGITAL MARKETING ON TOPIC ALLEN SOLLEY BRAND**

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Team

# COMPREHENSIVE STUDY ABOUT THE BRAND



Allen Solly™

- Name: Allen Solly
- Launch: 1744
- 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.



*I hate ugly*

ALLEN SOLLY

# MERCHANDISING MIX



- **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 merchandises.

# PRODUCT MIX

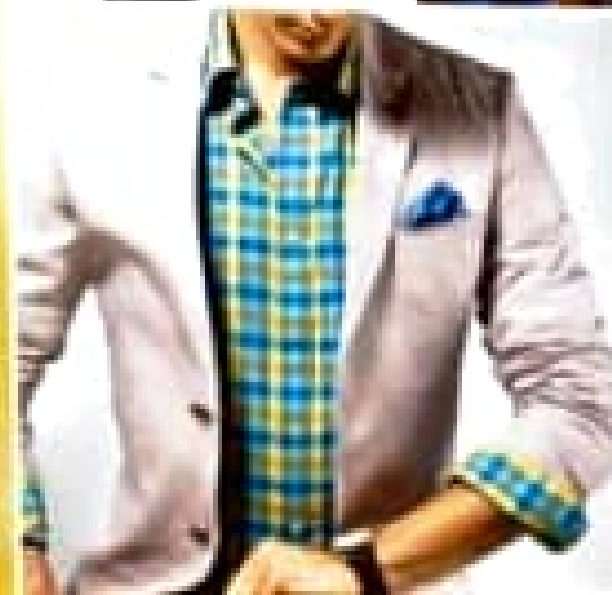
- Allen Solly not only aims to dress people better but also allow them to experiment with their looks.
- The fresh range of clothing has helped the developing India come across as stylish and really presentable.
- The extreme passion with which they are building their brand has helped the contemporary Indian generation to develop a style that is incomparable and quite classy.

## GARMENTS

- Shirts
- Trousers
- Denims
- T-Shirts
- Suits
- Shorts
- Skirts
- Capris
- Jeggings

## ACCESSORIES

- Belts
- Ties
- Portfolio Bag
- Hand Bags
- Handkerchief
- Socks
- Cufflinks





# 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
  - Regular

# WEDNESDAY FRIDAYS



Allen Solly





# COSTING

- Costing refers to the costs used to create a product.
- These costs of goods include direct labor, direct material, consumable production supplies, and factory overhead.
- **Cost Of Goods** : It is the cost of Manufacturing , including 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.
- $\text{CMT} + \text{Material Cost} + \text{Labor} + \text{Freight cost} + \text{Taxes ( Import / GST etc )}$ .

# 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 .

# 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 budget

# DEALS IN



SOLLY JEANS

Solly  
Allen Solly



## MAJOR COMPETITORS

- UNITED COLORS OF BENETTON
- COLOR PLUS
- BLACKBERRY
- RAYMOND
- ARROW



**Allen Solly**  
Est 1974



**THANK YOU**