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SUBJECT : PRINCIPAL OF MARKETING

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Next existing company marketing plan



To establish a business or a product launch all needs a good marketing plan which includes several elements.

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EXECUTIVE SUMMARY

Next is an international brand and here we will explore its core values activities and mission statement. It will also analyze the brand positioning its segments targets in the market place further the business environment and swot analysis will be done it will also give an insight of pest analysis and competitor analysis in the internal and external environment.



BRAND PROFILE

Next a British high street retailer launched in 1982 and the first store offered an exclusive collection of stylish clothes, shoes and accessories for women collection for men children and home was later introduced. Next has its own in-house design team who designed high quality and that why next has strong brand image of modern and distinctive. Next operates 3 main distribution channels which include next retail more than 5000 stores shopping catalogue next directory and website with over 4 million customers. Next all have international and around 200 franchises store around the world.

MISSION AND OBJECTIVES

Next aims to meet its customers expectations by their high-quality beautiful designs home wear. It has a range of strategies to achieve its goals by developing products ranges increasing stores space. increasing the number of next directory and online sales.

BRAND VALUES

Next has a positive relationship with its suppliers. Promoting a positive working environment supporting charity organization. Its aim to improve and extend the sell and design high quality products.

POSITIONING AND CONSUMER SEGMENTATION

Next has a different consumer group, gender group and geographical reactions. It has young consumers around 200-300 which are fashion conscious and price sensitive they like to buy a brand that have excellent design and quality in reasonable prices.



MARKETING MIX

PRODUCT

Next offers a wide range of women clothing, shoes and accessories menswear child wares and homewares special team design which high quality and affordable price .it has high quality and trims and well-tailored.

PRICE

Next prices range 10 to over 200 for clothing and accessories. It has low price for new produces to attract large numbers of customers and share using these strategies help to distinguish the brand from its competitors.

PLACE

Next has an omni channel that allows customers to purchase through smart phones tablets catalogues and tele sales next has 539 stores across the world. next has store from 5.2 million sq. feet to 7.4 million sq. feet. Next also has an international website that attracted millions of customers from around the world.

PROMOTION

Next has a range of promotional channels to promote its products it has excellent relation with public such as the use of email and home catalogues. Facebook twitter and Instagram are all the way to promote.



FINANCIAL ANALYSIS

The company demonstrated a strong financial performance which enabled them to gain a high dividend growth of 16.3% and earning per share at 14.7%. This gives a positive financial outlook to the company.

BUSSINESS ENVIRONMENT

Strengths: this brand has image of a strong brand because of its quality and style. Websites and other channels make the reach easy on mobile phones tablets, outlets and shopping malls. Online and social network Facebook, twitter, Instagram helps make it famous.

WEEKNESS: competitive market with similar brands and market spencer and Debenhams, the price ranges from high to low.

OPPORTUNITIES

Customers online shopping buying methods browsing experience quality of image and videos and deliveries command.

THREATS

Discount brand such as Tesco and ASDA can cause problems. Zara is known foe style and class with sophisticated image.



PEST ANALYSIS

Legal and political policies and regulation impact on the clothing industry e.g. workers right and child labor law.

ECONOMICAL

The economical has been impressive with lower unemployment rates and wages are increasing after a long period of recession.

SOCIAL

Consumer buying behavior and attitudes are always changing and have become very competitive

People life style are changing rapidly that there are more people working long hours that before or have a busy lifestyle.

TECHNOLOGY

e-commerce and multichannel retail are growing rapidly and are changing the retail industry of how it operates. its business and the location next has strong social network that it has its own Facebook twitter Instagram and YouTube. Its website has also attracted many users from around the world.

COMPITITORS ANALYSIS

Next is positioned in the middle mainstream market it has many competitive competitors in the mainstream market such as Zara, hem, asos, Primark and Highstreet brands.

CONCLUSION

Next is known as the top multichannel retailor in the UK it has strong financial growth and customers which has growth to 3.8 million on online active users and profit has increased immensely. Its extensive store profit will grow ore in future. The directory business has also played key role in increasing sale and user on time next also have a massive credit card consumer this its high-quality improving store design better payment methods helps to mark it as a top standard brand.

