07/10/2021

MARKET RESEARCH

ANALYSIS OF THE ANALYZED BRAND ECOSYSTEM ON THE FRENCH MARKET

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YOU WANT TO IDENTIFY NEW **GROWTH OPPORTUNITIES** ?

FASHOP PRESENTATION

OUR CONVICTIONS

At Fashop, we believe that best decisions are **rational** and **data-driven**, even in an industry led by **creativity** & sensibility.

It is now **strategic** for brands to develop an acute and holistic picture of their market to address their **business challenges**.

For almost 20 years, we value our **expertise in data** & the **fashion industry** to help brands better appreciate their market potential and to define their **distribution strategy**.

We create for our clients, a **bespoke database** of stores on the French market within their brand positioning to optimize their prospection. The continuous update of our bases enable an efficient market watch to **capture new growth opportunities**.

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RESEARCH PRESENTATION

PURPOSE OF THIS STUDY

Fashop **innovates** through a new department dedicated to datavizualisation to propose a full **market research** of your **brand distribution ecosystem** on the French market.

Because the actual distribution context doesn't always match with your brand positioning while you may unnoticed an **unexploited potential**, we built this research to help you:

1. Better **understand your distribution environment**
2. Identify a **gap between your actual distribution and your brand positioning**
3. **Seize the potential of your targeted market**

Note : This documents presents the market research that could be done on your brand, therefore the visualizations & comments below are based on another brand as example

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RESEARCH PRESENTATION

OBSERVED RESULTS

Traditionally, brands base their prospection approach on an internal database or on the client's portfolio of their agents.

However, these databases only represent 50% of the real prospects potential with frequent bias in relation to their brand

positioning.

This research, enables you to identify 100% your distribution potential and to **exploit it efficiently** through our online prospection

services .

We observed a **+20% incremental growth** of the distribution of our clients (new stores) over the first year of our services use.

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RESEARCH PRESENTATION

ANALYSIS OF YOUR BRAND ECOSYSTEM ON THE FRENCH MARKET

This research is presented in two parts:

1. Study of the wholesale distribution of the analyzed brand
   > Statistical analysis of the brand assortment of the stores distributing your brand
   - Proportional presentation of the main brand occurrences through their relative occurrence ratio
   - Presentation of the main brand occurrences and their distribution volume

2. Analysis of the potential target market
   > Definition with the analyzed brand of a target brand panels (30 to 40 brands)
   - Proportional presentation of the target market potential (in volume of stores) with your market share
   - Geographical presentation of the target potential (prospects) and clients of the analyzed brand

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VISUALIZATIONS LEGEND & DEFINITIONS

Definitions :

- **Occurrent brand:** brand distributed in same stores of the analyzed brand

- **Occurrence ratio:** share of stores distributing the analyzed brand and the occurrent brand

- **Target brand:** brand with which you would like to be distributed

- **Market share on target:** volume of stores distributing the analyzed brand with the target brands on the volume of stores distributing the targeted brands

Legend :

- 🔴 The **analyzed brand** is represented in orange in the visualizations

- 🔵 The **occurrent brands** are represented in dark blue

- 🔵 The **selected brands** in the target market are represented in light blue

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1.

STUDY OF THE WHOLESALE DISTRIBUTION

1. STUDY OF THE WHOLESALE DISTRIBUTION OF THE BRAND

First part of the study: Statistical analysis of the brands assortment of the stores distributing your brand

Methodology :

1. Creation of the stores panel distributing the analyzed brand in ready-to-wear or shoes

2. Identification of the occurrent brands within the assortments of the analyzed stores

Study results :

A / Presentation of the main distribution occurrences of the analyzed brand and their relative occurrence ratio

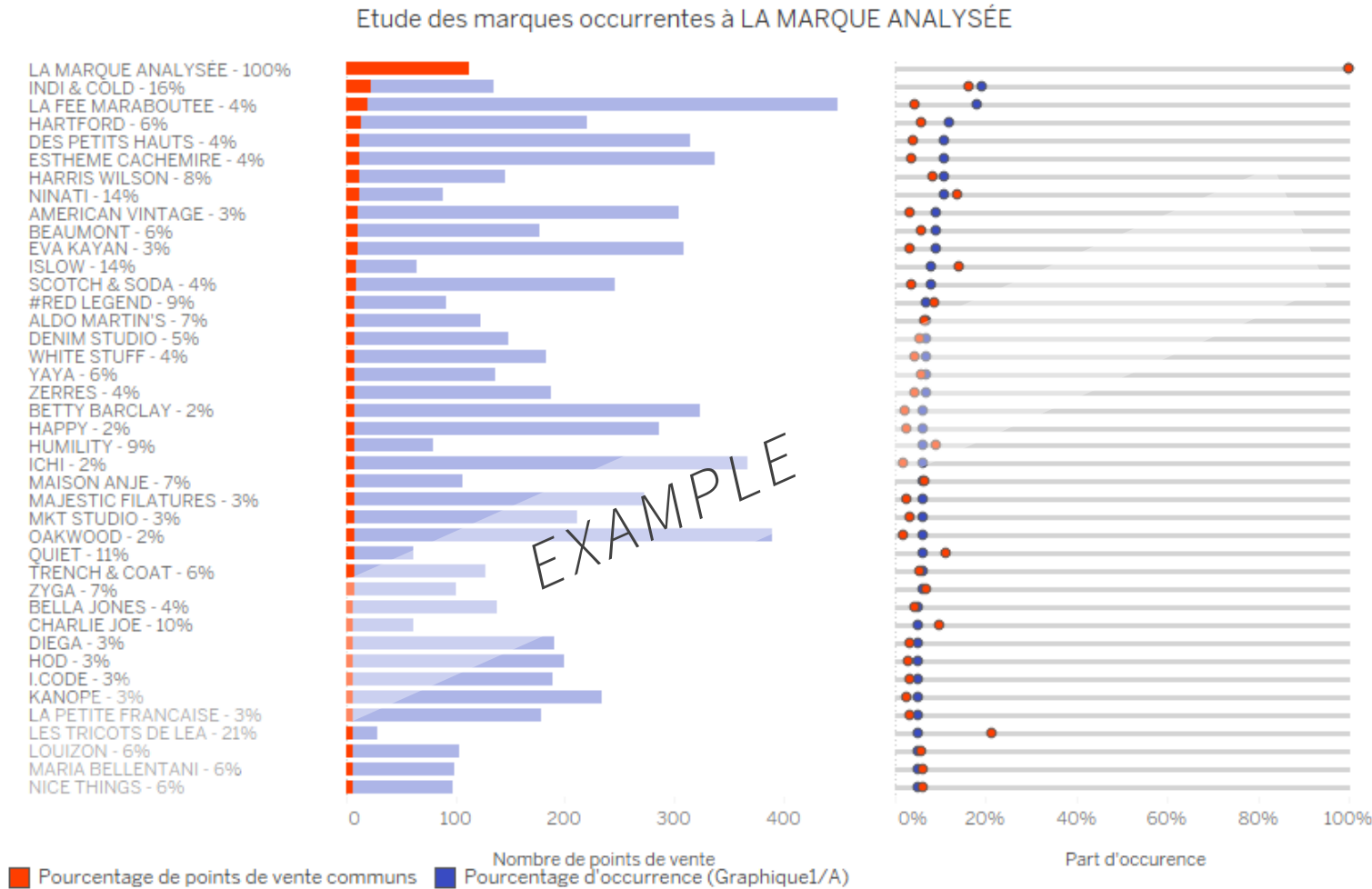B / Presentation of the distribution volume of the main occurrent brands

minimum of 50 sales points on the french market

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1.A / PRESENTATION OF THE MAIN OCCURRENT BRANDS *(EXAMPLE)*
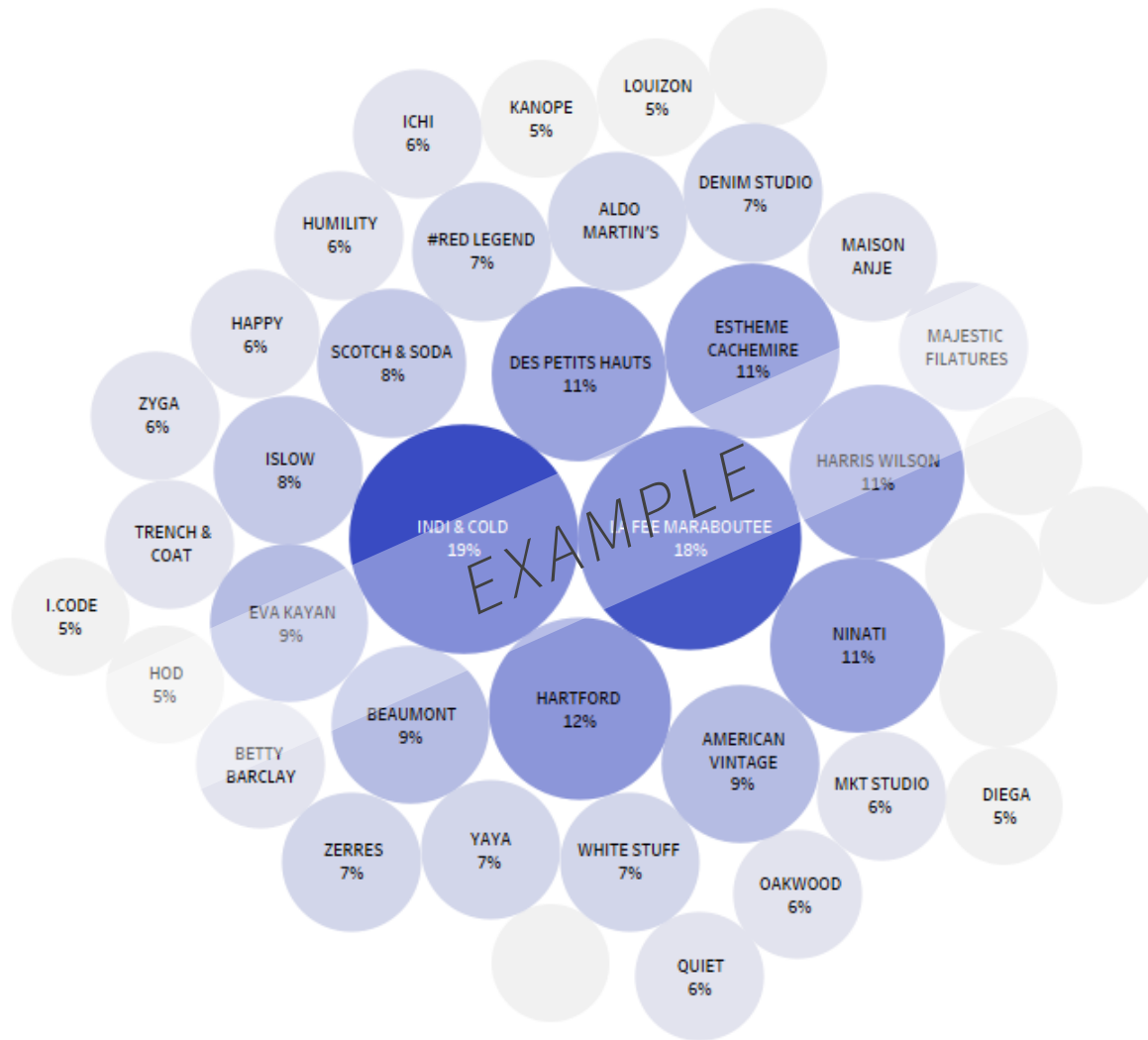
- This graph represents the 40 most distributed brands with **the analyzed brand**

- Analysis based on 112 sale points

- Proportion and the density of the bubbles represent the occurrence ratio with the analyzed brand

- This graph represents therefore its current distribution context

- In this example 5% of the stores distributing the analyzed brand also distribute the brand DIEGA

→ The main occurrences of the analyzed brand are the following: INDI& COLD , LA FEE MARABOUTEE and HARTFORD

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1.B / DISTRIBUTION VOLUMES OF THE MAIN OCCURRENT BRANDS *(EXAMPLE)*

Etude des marques occurrentes à LA MARQUE ANALYSÉE

- This chart presents the distribution (in volume of stores) of the main occurrent brands

- Amongst the main occurrent brands of the analyzed brand, the most distributed are LA FEE MARABOUTEE and OAKWOOD

■ Pourcentage de points de vente communs   ■ Pourcentage d'occurrence (Graphique1/A)

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2.

ANALYSIS OF THE POTENTIAL OF THE TARGETED MARKET

2. ANALYSIS OF THE POTENTIAL OF THE TARGETED MARKET

Second part of the research: Analysis of the potential of the targeted market of the analyzed brand

Methodology :

1. Selection by the analyzed brand of a panel of target brands (30 to 40 brands)

2. Creation of a targeting of the stores corresponding to the distribution target

Research results:

A / Analysis of the current distribution of the analyzed brand versus its target

B / Proportional representation of the target market potential in regards with its potential targeted market

C / Mapping of the potential of targeted prospects & clients of the analyzed brand
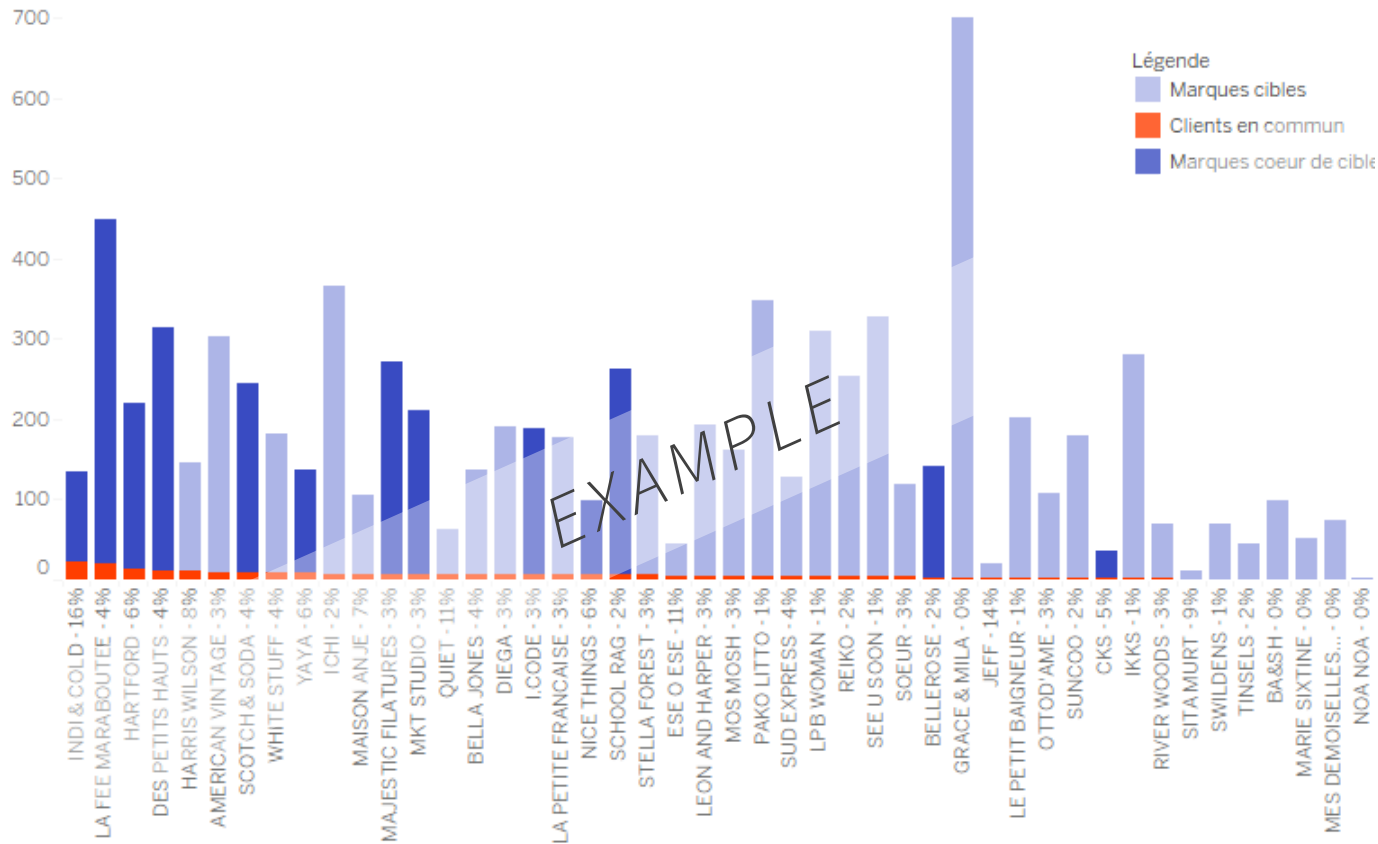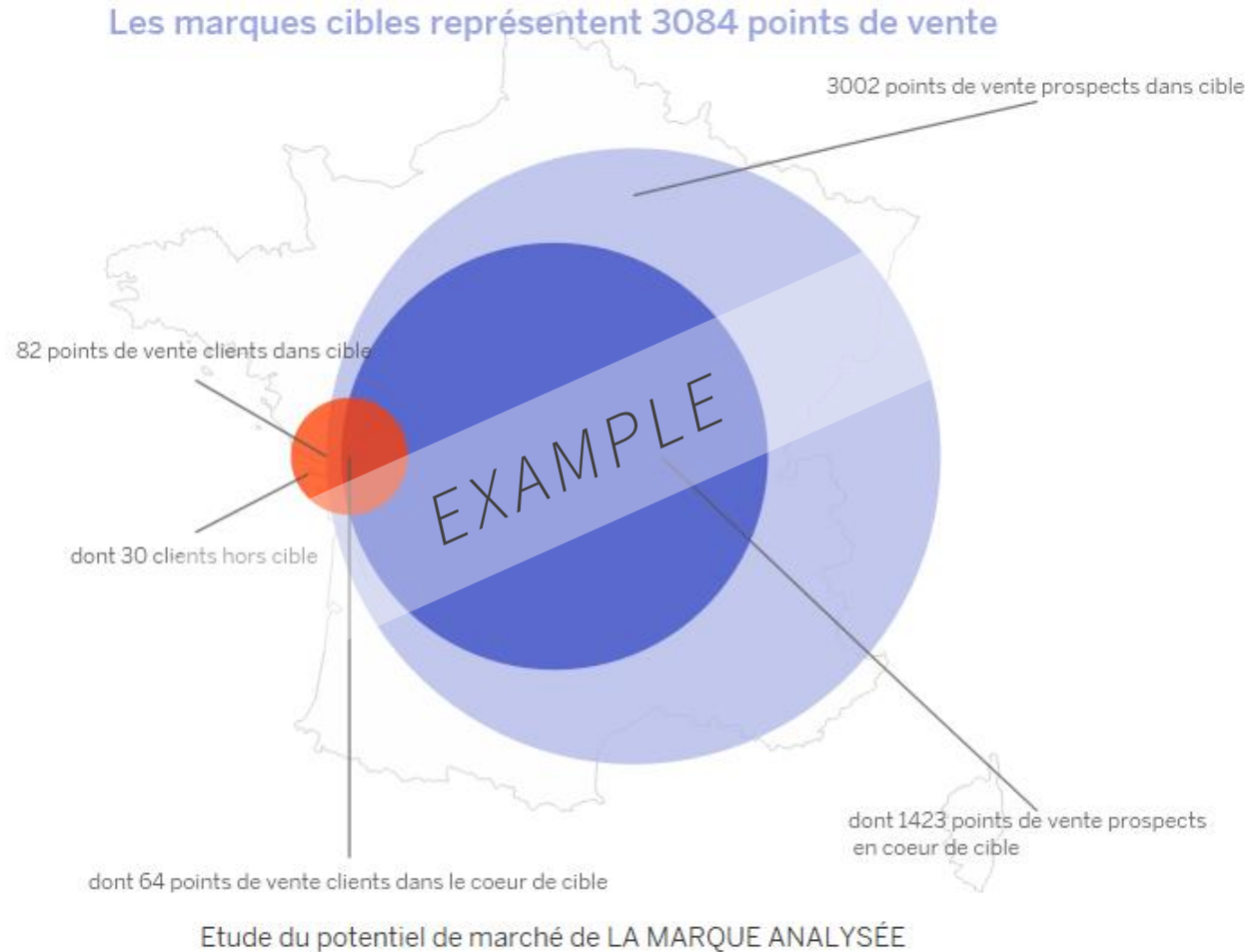
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Etude des marques cibles sélectionnées pour LA MARQUE ANALYSÉE

Analyse réalisée sur la sélection de marques cibles choisies par la marque analysée – Données Fashop du 07/10/2021
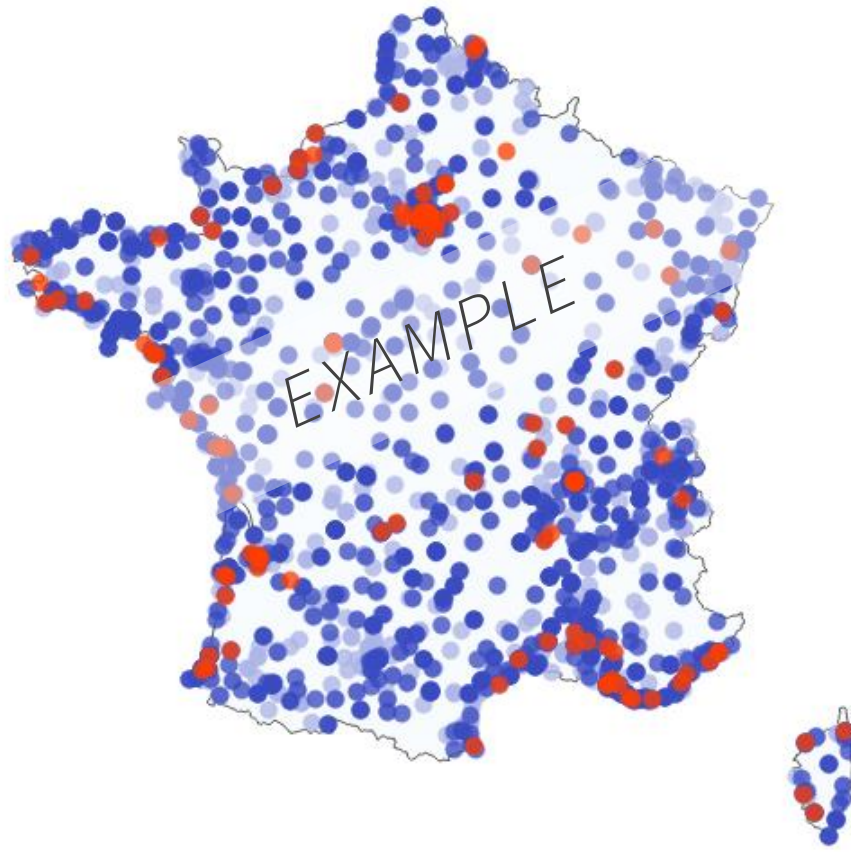© Copyright LABOMODE GROUP

- The brands presented in this chart are the ones selected in the distribution target (selection done by the client)

- The blue bar represents the distribution volume while the orange represents the occurrence ratio with the analyzed brand

- The brands are in descending order of the distribution occurrence rate shown in chart 1.A

- The percentage is the share of common customers of the occurring brand

→ GRACE & MILA is the brand the most distributed in volume, its stores represent a distribution opportunity for the analyzed brand.

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Les marques cibles représentent 3084 points de vente

3002 points de vente prospects dans cible

82 points de vente clients dans cible

dont 30 clients hors cible

dont 1423 points de vente prospects en coeur de cible

dont 64 points de vente clients dans le coeur de cible

Etude du potentiel de marché de LA MARQUE ANALYSÉE

EXAMPLE

- This graph represents proportionally the market share on target of the analyzed brand

- The bubble size represent proportionally the distribution volume

→ The brand has a **market share on target** of **4%** on a potential target of 3 084 sales points

→ The analyzed brand presents therefore a **potential of 3 002 prospect stores** including 1 423 in the core target

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EXAMPLE

Clients 112
Coeur de cible 1 423
Prospects 1 579

Etude géolocalisée prospects & clients de LA MARQUE ANALYSÉE

Analyse réalisée sur la sélection de marques cibles choisies par la marque analysée – Données Fashop du 07/10/2021
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- This map represents geographically all the 3002 targeted prospects of the analyzed brand in light blue, the 1423 stores in the core target dark blue, and the 112 current point of sales in orange

- In this example, the analyzed brand is mainly distributed in Parisian region, on the West-Coast and the South-East region of France

→ We can therefore identify an important distribution potential in the North, the West, the South and East-coast of France

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- Research's date: 18th of January 2021

- Analysis on a basis of 112 clients

- List of the 40 occurrent brands in the assortment of the analyzed stores :

INDI & COLD	19%	MAJESTIC FILATURES	6%
LA FEE MARABOUTEE	18%	QUIET	6%
HARTFORD	12%	OAKWOOD	6%
HARRIS WILSON	11%	MAISON ANJE	6%
ESTHEME CACHEMIRE	11%	MKT STUDIO	6%
DES PETITS HAUTS	11%	TRENCH & COAT	6%
NINATI	11%	HUMILITY	6%
BEAUMONT	9%	HAPPY	6%
EVA KAYAN	9%	ICHI	6%
AMERICAN VINTAGE	9%	KANOPE	5%
SCOTCH & SODA	8%	NOTSHY	5%
ISLOW	8%	SCHOOL RAG	5%
#RED LEGEND	7%	LES TRICOTS DE LEA	5%
ALDO MARTIN'S	7%	I.CODE	5%
YAYA	7%	CHARLIE JOE	5%
DENIM STUDIO	7%	DIEGA	5%
ZERRES	7%	NICE THINGS	5%
WHITE STUFF	7%	HOD	5%
BETTY BARCLAY	6%	STELLA FOREST	5%
ZYGA	6%	STREET ONE	5%

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ATTACHMENT 2 ANALYSIS OF THE POTENTIAL TARGETED MARKET *(EXAMPLE)*

- List of the brands of the targeted market and the core target in bold text :

AMERICAN VINTAGE	**LA FEE MARABOUTEE**	QUIET
BA&SH	LA PETITE FRANCAISE	REIKO
BELLA JONES	LE PETIT BAIGNEUR	RIVER WOODS
BELLEROSE	LEON AND HARPER	SAMSOE & SAMSOE
CKS	LPB WOMAN	**SCHOOL RAG**
DES PETITS HAUTS	MAISON ANJE	**SCOTCH & SODA**
DIEGA	**MAJESTIC FILATURES**	SEE U SOON
ESE O ESE	MARIE SIXTINE	SITA MURT
GRACE & MILA	MES DEMOISELLES...	SOEUR
HARRIS WILSON	**MKT STUDIO**	STELLA FOREST
HARTFORD	MOS MOSH	SUD EXPRESS
I.CODE	**NICE THINGS PALOMA S.**	SUNCOO
ICHI	NOA NOA	SWILDENS
IKKS	NUDIE JEANS	TINSELS
INDI & COLD	NUMPH	WHITE STUFF
JEFF	OTTOD'AME	**YAYA**
JOCAVI	PAKO LITTO	

- Target : 3 084 points of sale corresponding to the 50 selected brands for the target

- Core target: 1 423 stores corresponding to the 13 selected brands

- Number of prospects in the target : 3 002 points of sale

- Number of prospects in the core target: 1 423 stores

- Clients: 142 points of sale

- Number of clients in the target : 112 points of sale, or 79 %

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ATTACHMENT 3 ANALYSE OF THE POTENTIAL TARGETED MARKET *(EXAMPLE)*

- List of the 30 non-target customer stores, or 21% of the customers

BOUTIQUE X	STRASBOURG
BOUTIQUE Y	PARIS
BOUTIQUE Z	NANTES

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CONTACT US

You are interested in this research or would like an online demonstration of our prospecting services?

CONTACT US

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