

## A marketing plan as a marketing management tool

Defined business document	Marketing plan
Brand	Mango – mango.com
Market	Ready to wear fashion
Marketing challenge	Developing a new branded second hand service in a physical shop
Geographical focus	Stockholm, Sweden (as a pilot)
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Meeting point of the authors with Danny Abramovich	INSEEC U Business School, Paris, France Master in Brand Management
Content covered	Chapter 1, Marketing analysis ✓ Chapter 2, Strategy & objectives ✓ Chapter 3, Budgeted action plan ✓ Chapter 4, Control procedures ✗
Methodology used	The MODE - doing your marketing more effectively
Number of slides	26
Presentation format	pdf

## A marketing plan as a marketing management tool

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# MANGO

*Your choices make us.*

## MARKETING PLAN

As of April 2021 we are going to launch a service that will allow the customer to give a second life to his/ her no more wanted clothes by turning it into a new tailor-made model in a physical store in Stockholm (service development strategy).

## MANGO'S VISION

*To be present in all the cities in the world.*

## MANGO'S HISTORY

1984

Mango was founded in 1984 and is today one of the leading fashion groups in the world

1992

The international expansion begins with the opening of 2 stores in Portugal

1998

Mango positions itself as Spain's second largest textile exporter.

2019

Mango currently has a total of 2,220 stores in 91 countries worldwide.

Source : [https://press.mango.com/en/company-profile\\_4553](https://press.mango.com/en/company-profile_4553) / [https://www.mango.com/oi/servicios/company/it\\_in/empresa/evolucion.htm](https://www.mango.com/oi/servicios/company/it_in/empresa/evolucion.htm)



# Why Stockholm ?

## Stockholm map

01.

The value of articles of apparel and clothing accessories imported into Sweden increased in the past years, peaking at around 44.7 million Swedish kronor in 2018.

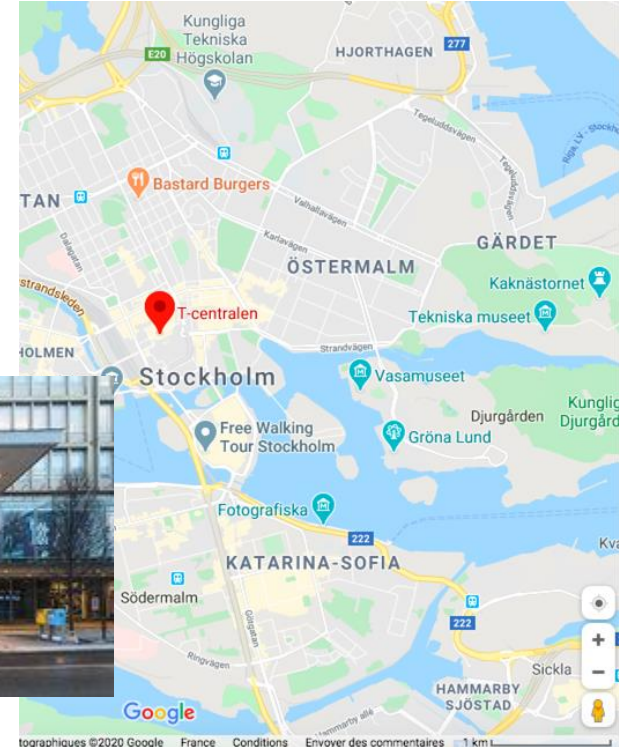
02.

There are many brands in Sweden that are following sustainable fashion tactics such as leasing, selling second-hand clothes and manufacturing eco-friendly clothes.

03.

Sweden sends less than 1% of its household waste to landfills. Recycling is part of Swedish culture.

The best place in Stockholm to launch this service is in T-centralen. This place is in city center and served by the metro.





# 01. MARKETING ANALYSIS



# 1.1

## BUSINESS TRENDS

What? Sustainability

Why? It's a megatrends and Sweden is one highest ranked country in terms on ecological matters.

# 1.2

## MARKET ANALYSIS

What ? Ready to wear in Stockholm + accessories

How competitive ? The market "Ready to wear in Stockholm" is not that competitive (5.1 out of 10) and the accessories market either with 5,6 out of 10.

See [annexe n°1](#).



# 1.3

### COMPETITIVE ANALYSIS

#### **2 to 3 direct competitors :**

1. Zara (Latest trends in clothing for women, men & kids)
2. H&M (Hennes & Mauritz AB is a Swedish multinational clothing-retail company known for its fast-fashion clothing for men, women, teenagers and children.)

# 1.4

### MARKET SEGMENTATION

Deals with men and women, based in stockholm. Mango sells middle quality trendy clothes: "Urban style" . The clothes are not cheap but neither expensive so it is addressed to middle and upper class.

They target people from the shop area and as well potential online buyers. Trendy clothes are about emotional needs, it's about fitting with others, it's social.





1.5

OFFER- MIX

Physical presence is the most important element in the Mango offer-mix (55%). Indeed, Mango's vision is to be implemented in all cities of the world and it has already 2200 stores all around the world.

Price is the second key factor of marketing mix in mango's case as people expect this kind of fast fashion to be accessible (30%).

Brand image is following. Mango is indeed frequently pushing promotion through advertising and social media communication. (10%)

1.6

PROMOTION-MIX

***Distribution channels***

**Direct :**

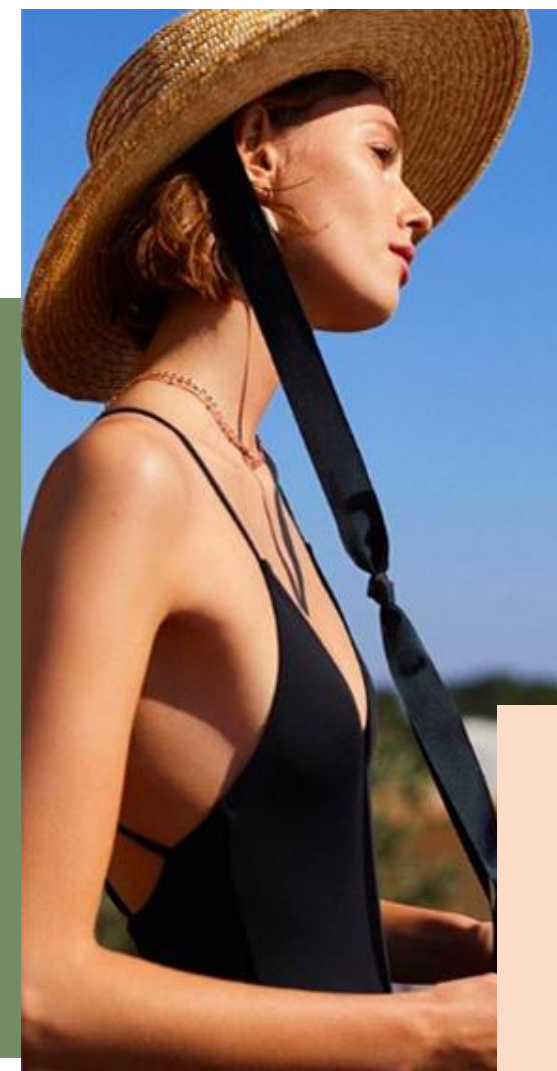
Fashion Events-Telemarketing  
(mailing texting)-Newsletter

**Indirect :**

Retailers

***Mar-Mass/comm***

Bloggers - Social content –  
Community – Social sales –  
Retargeting/marketing – Brand  
rep



# 1.7

## STRENGTHS & WEAKNESS

Mango has a worldwide presence, more than 2200 stores. They can rely on a good brand image & awareness. They can be criticised for their pricing as a fast fashion seller but it's easily defendable as clothes are designed and sourced in Spain, and a EU provenance is a strength.

They make money out of apparel so accessories is still a range they can improve and make money out of.

# 1.8

## POSITIONING

**ESP** buying Mango clothes :

- \* *Feel attractive: self confidence*
- \* *Feel accepted / Feel trendy : acceptance by "cool people" \*/ part of a whole*

**RSP** buying Mango clothes :

- \* *Need for clothing*
- \* *Price*
- \* *Type of cloth adapted for a lot of situations/occasions (passe-partout)*
- \* *Quality*

See [annexe n°2](#)





02.

MARKETING  
STRATEGY

## 2.1

### MARKETING STRATEGY

As of April 2021 we are going to launch a service that will allow the customer to give a second life to his unwanted garment by turning it into a new tailor-made model in a physical store in Stockholm (service development strategy).

## 2.2

### VALUE PROPOSITION

The value proposition of our project is to use a mega trend (sustainability) in a market not very competitive (ready to wear + accessories in Stockholm) to make Mango more attractive to the new generation of buyers, the eco-friendly & sustainability-oriented generation.

### 2.3

#### TARGETING

This new service targets the conscious consumer that want to limit over consumption but still trendy. This target is from the middle to the upper class. No age limitation.

We will focus on people by emotional need & loyalty. The prices of the 2nd hand tailor-made will be lower if the clothe brought is from Mango.

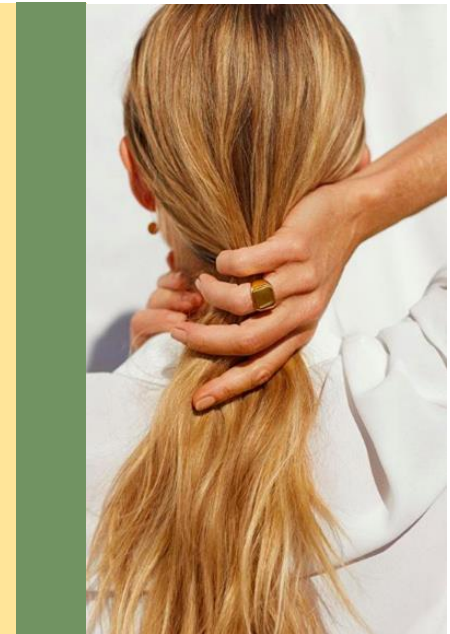
### 2.4

#### MARKETING OFFER

As of April 2021 we are going to focus more on quality of service (35%) which will be the key of the new concept. The trust and willingness to re experiment the 2nd hand tailor-made clothe will mostly depend on the quality of the service, for example, how much measures were taken accurately, etc.

The quality of the final product will also be important (30%).

Then, the service success will also be subject to the brand image work (20%) and the price of the final product (15%).



## 2.5

### MARKETING PROMOTION

For next year, we want to focus on direct marketing, public relations and promotion. Social networks will be essential to attract our target that is very aspirational and mainly composed by young people.

We aim to increase brand awareness because people that will be subject to try the service will principally be the ones that know the brand and trust/like it.

## 2.6

### TOWES ANALYSIS

See [annexe n°3](#)

We believe that we can use the **fast fashion** weakness of Mango as an opportunity to improve sustainability. The 2nd hand tailor-made service will suggest frequently new model on its catalogue in order to respond to the fast moving demand and sustainability at the same time.

We also believe that the **brand awareness & the good brand image** of Mango is a huge opportunity to make the service we will develop successfull.





2.7

### POSITION

As of April 2021, we are going to focus on attractiveness & trendiness perception improvement. Sustainability in the fashion domain can easily be associated by a decline in trendiness. It will then be our axe of positioning for april 2021.

See [annexe n°2](#)



*Where we want to be positioned in 2021.*



*Perception gap we want to go through.*

2.8

### YEARLY SALES FORECAST

We expect to make this Mango shop increase its sales by 348,000€ thanks to our new service opening.

See [annexe n°4](#)





03.

MARKETING  
ACTION PLAN

## 3.1

### PARTNERSHIP

To be able to launch this new service in Mango Stockholm, we will collaborate with the Swedish magazine/agency *Make It Last*. Created by a fashion designer and a journalist, they promote sustainability initiatives and support brands that want to be part of change.

*Make It Last* will educate Mango's audience with digital contents about values as sustainability, diversity and equality.

### [Annexe n°5](#)

Source : <http://makeitlast.se/about/>

## 3.2

### MARKETING ACTIVITIES

According to Mango's actual marketing promotion, we will continue, in distribution channels, to be part of fashion events but a bit less in the telemarketing.

Concerning the mass communication, we will still focus on the social networks with bloggers/influencers activations.



### 3.3

#### OFFER ADJUSTED

According to Mango's offer mix, the most important element is the physical presence. This is why we will improve the quality of service first by organizing staff trainings.

Then, we want the customers to see the physical store as a living area more than just a purchasing space. Some events can be organized inside, like : embroidery and sewing lessons.

### 3.4

#### PROMOTE MARKETING ACTIVITIES

As of April 2021, we want to focus on 3 activities in public relations, direct marketing and sales promotion.

Public relations: partnerships with influencers (see [annexe n°6](#)), event (inviting eco-fashion influencers in the stores).

Direct marketing : newsletters (ex : about the new catalogues of tailor-made models possible or the sewing lessons to come), telemarketing.

Promotion : press release, fidelity cards (10 purchases in stores = -20% on the transformation of old Mango's clothes).



## 3.5

### PROJECTS

To launch this new service in Mango store, we will focus on our three marketing activities from march to june 2021 and from september to december 2021.

We will avoid summer holidays as customers purchase less.

See [annexe n°7](#)

## 3.6

### PERIODICAL BUDGET

We will use ~10% of the sales forecast for our marketing budget.

See [annexe n°8](#)

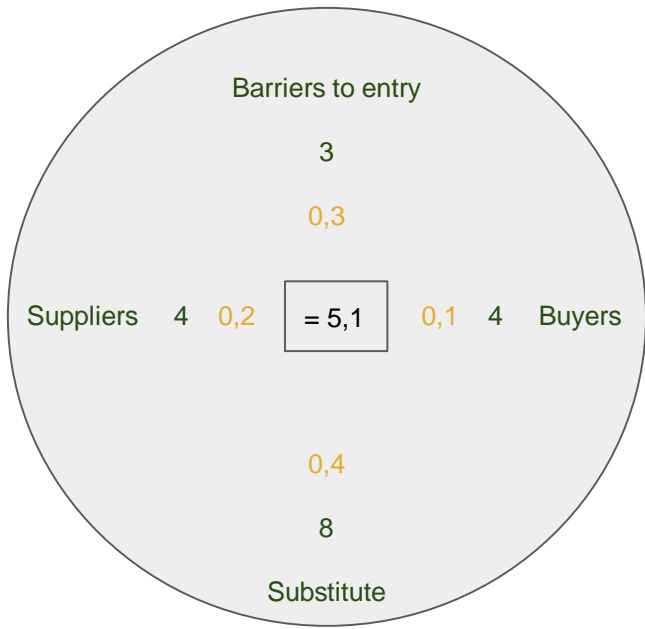




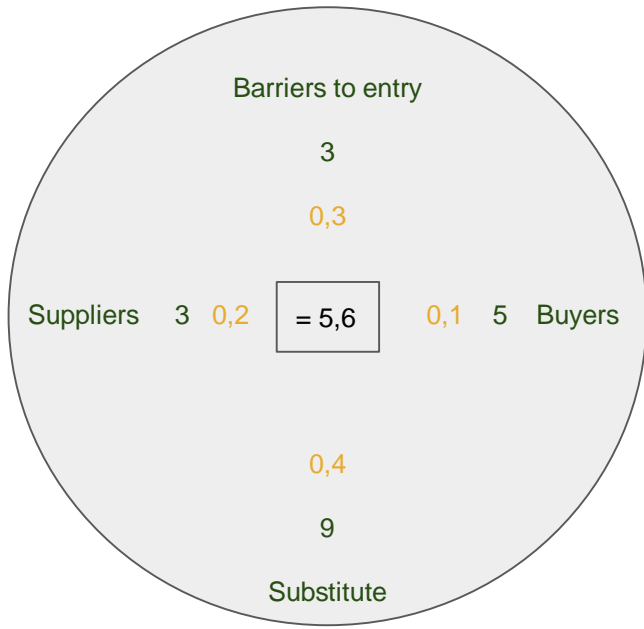
ANNEXES



Ready to wear in Stockholm

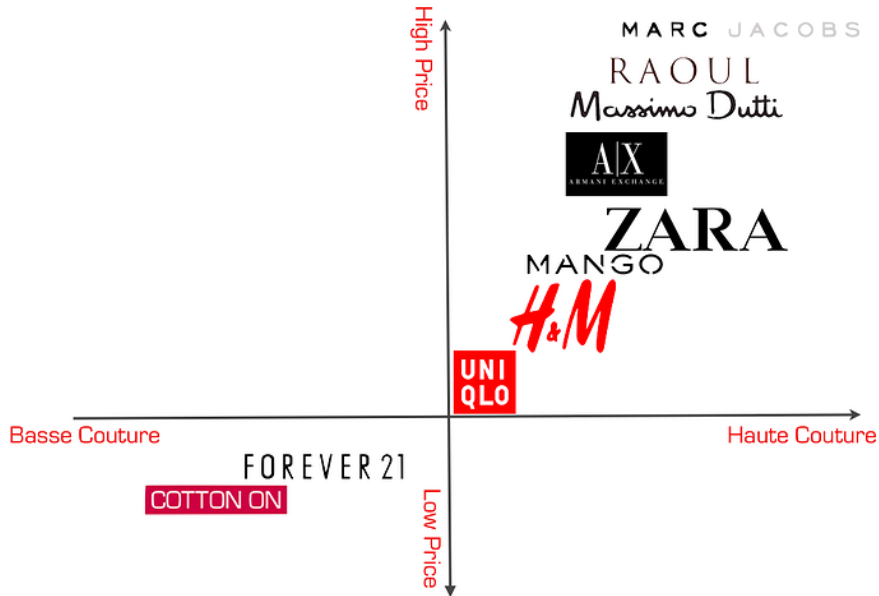


Accessories in Stockholm



# MANGO

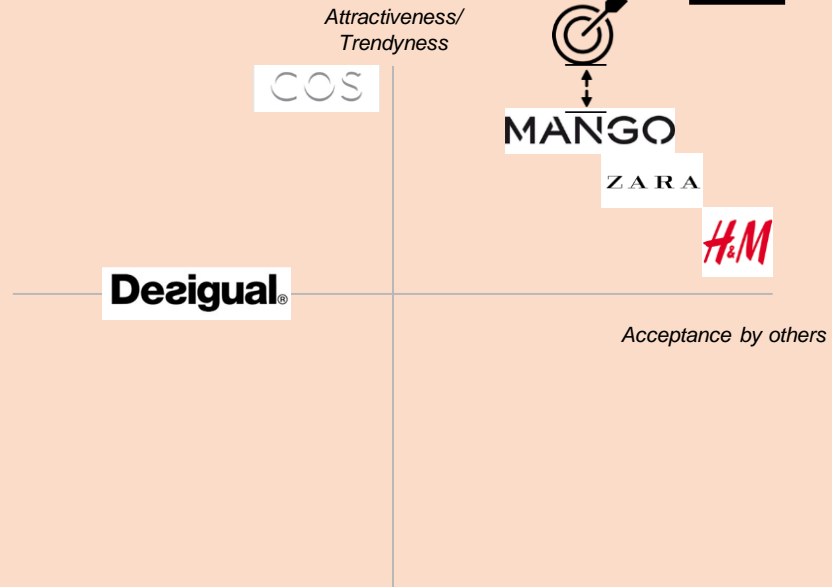
RSP





1. Back to [presentation](#)

# MANGO

ESP



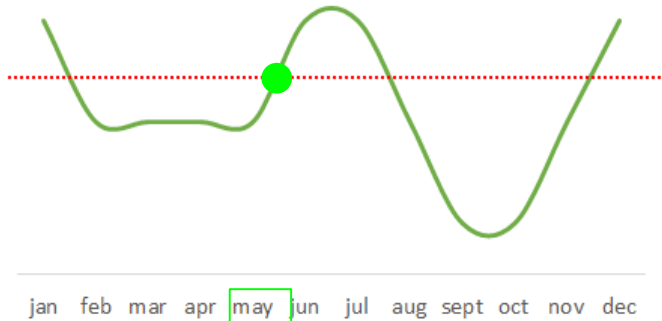
 Where we want to be positioned in 2021.

 Perception gap we want to go through.

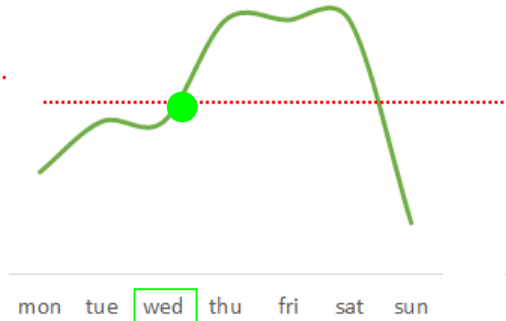
Back to [presentation](#)

	S+	W-
O	Worldwide presence, 2200 stores, Brand Awareness, trendy, good brand image.online campaigns, everything sourced/designed in Spain	Sustainably improvable, a lot of fast fashion actors,
T	Wide ranges	A bit more expensive than direct competitors, apparel makes most of turnover, not much from accessories

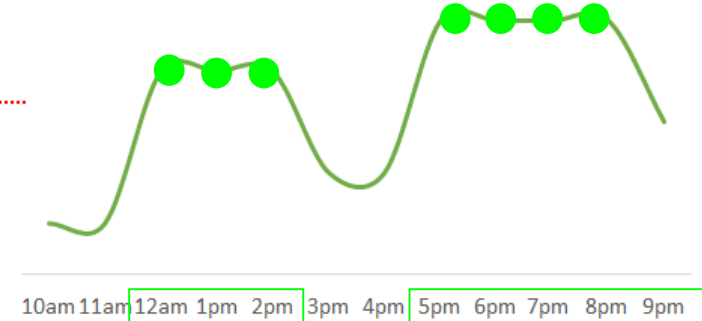
## SEASONALITY



## MAY 2021



## WEDNESDAY

**FACTS & ASSUMPTIONS**

Opening : 10am-9pm - 7/7 days  
 Space : 20m<sup>2</sup>  
 5 pers max / every hour change  
 On average 41 pers per day  
 80% of them will pay  
 Average transaction is 40€

**CALCULATION**

- $41(\text{pers per day}) \times 80\% \times 40\text{€} \times 365 \text{ days} = 478\,880 \text{ €}$
- $184\,044 : 1,25 \text{ (TVA)} = 383\,104 \text{ €}$
- $147\,235 : 1,1 \text{ (optimistic managers)} = 348\,276 \text{ €}$
- Rounded-up: **348K €**

# MANGO

## STRENGTHS

International

Good brand image

Trendy

## WEAKNESS

Fast fashion

Expensive compared to competitors

Not a committed brand

# Make it last

## STRENGTHS

Slow fashion

Sustainability oriented

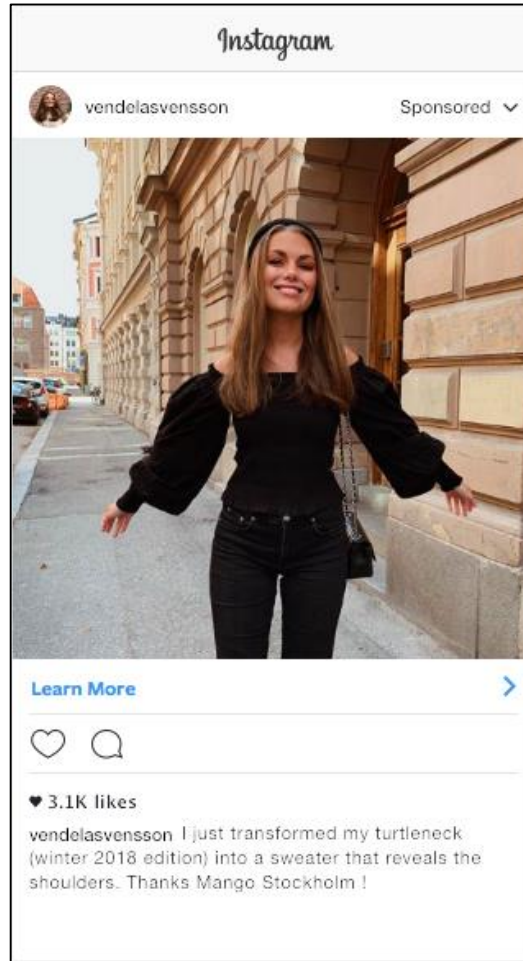
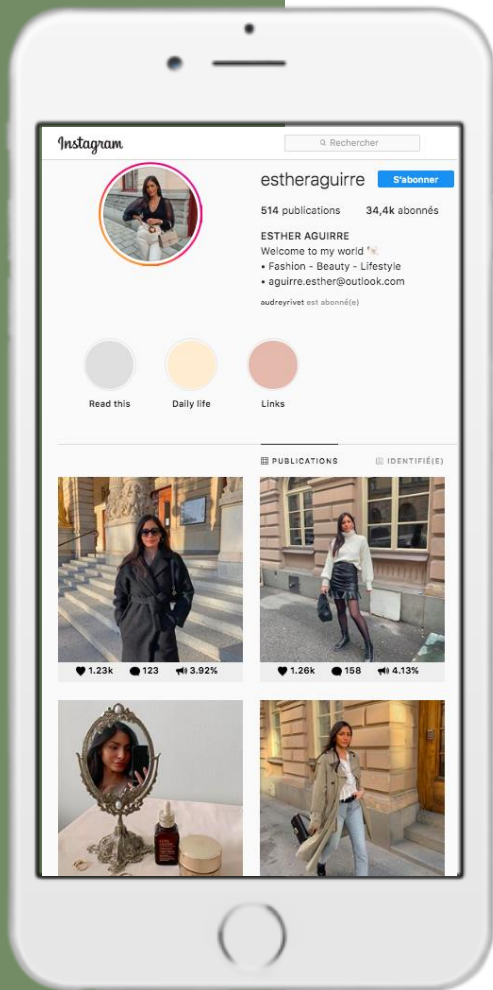
Committed brand

## WEAKNESS

Local

Digital presence only

Simplicity



## MARKETING ACTIVITIES

ANNEXE n° 6



1	2	3		4	5
What? Based on #3.4	By who?	When?		How much?	Comments
		from	to		
1. Public relations	By the magazine/agency <i>Make It Last</i>	April 16, 2021	May 7, 2021	40%	<ul style="list-style-type: none"> <li>- 8 partnerships with influencers</li> <li>- 1 event in store</li> </ul>
2. Direct marketing	Mango's marketing department	March 25 2021	June 21, 2021	20%	<ul style="list-style-type: none"> <li>- newsletter every week</li> <li>- telemarketing during 1 week after the launch</li> </ul>
3. Promotions	Mango's retailing manager	Sep 20, 2021	Dec 23, 2021	15%	<ul style="list-style-type: none"> <li>- 20% discount with a fidelity card</li> </ul>

## Where does the money come from?

**Our money** 21 000 eu (60%)

**Loan** 10 500 eu (30%)

**Cooperation** 3 500 eu (10%)

**Total** 35 000 eu (100%)

## Where does the money go to?

**Public Relations** 14 000 eu (40%)

**Direct Marketing** 7 000 eu (20%)

**Promotion** 5 250 eu (15%)

**Non-Allocated Funds** 5 250 eu (15%)

**Trainings** 1 750 eu (5%)

**Research** 1 750 eu (5%)

**Total** 35 000 eu (100%)