

Apparel marketing strategies and their role in fashion brand, an analytical study

Prof. Khaled Mahmoud Abdo El-Sheekh

Professor of Administration, Department of Ready-made Garments - Faculty of Applied Arts - Helwan University

Prof. Doha Mosstafa El-Demerdash

Professor of Design and Head of Readymade Garments Department - Faculty of Applied Arts - Helwan University

Researcher. Dina Lotfy Hamed Maghith

Fashion designer at the General Authority for Cultural Palaces - Ministry of Culture

Dinamougheeth25@gmail.com

Abstract:

Marketing success in the rapidly changing environment of the garment industry requires a detailed study of the clothing marketing strategies of successful international companies so that start-ups and small companies can choose and design an appropriate strategy for them. The research deals with the importance of studying marketing strategies and applying them to the fashion and fashion industry.

And the role of marketing strategies in the success of clothing and fashion brands and focus on studying fashion trends and predicting fashion trends for the influence of influence on clothing and fashion marketing and the importance of brand building and development as a basic strategy for clothing As well as studying the elements of the marketing mix that are often related to the 4Ps, the 7 methods of marketing services, and the 4Cs theories that were developed in the 1990s. With a case study of the strategies used to market clothes for fashion brands that differ in their policies and marketing strategies, but are distinguished by their remarkable success, a case study of the marketing strategies of ready-made garments for Zara International and their success in the Egyptian market.

Keywords:

Marketing Strategies - Fashion - Fashion Trends - Branding

An Introduction:

Marketing has a big role in our lives, and it is also one of the factors affecting the success of clothing institutions, whether they are companies, factories or even fashion houses. The Dean of Marketing in the world, Philip Kotler, describes it as the process that makes the institution, and it is a strategic and innovative process based on systematic research. Analytical analysis, in addition to intuition and instinct, is the art of creating new, unprecedented value of interest to the consumer. (11) And marketing clothing is the final interface to the fashion industry, through which all the elements of design, marketing and business management are integrated. This is why the marketing process plays an important and increasing role in the sale of clothing products due to its nature and its short life cycle, which calls for the marketing process to contain more creative skills. The marketing strategy is a comprehensive plan aimed

at achieving the objectives of the organization and its marketing activities, based on a set of data and research that guides the organization towards it (1).

Previous studies:

- 1- Mai Samir Kamal, a proposed strategy for a brand name for Egyptian women's fashion, PhD thesis, Faculty of Applied Arts, Helwan University 2010. The study dealt with the approach used to manage design and visual display methods in international fashion brands. Attract consumer attention
- 2- Mamdouh Ahmed Mabrouk. Medhat Mohamed Moussa 2001 The future of marketing in the garment industry in Egypt The Sixth Arab Conference on Home Economics, Menoufia University.

The research dealt with the study and application of various marketing concepts in Egypt to work in light of new market mechanisms based on competition between different organizations, whether owned The state or those in the investment and private sector and the state's encouragement to open new markets and the trend towards export and the results of the introduction of modern technology in the Egyptian industries, the application of the modern concept of marketing clothes and fabrics, the use of the latest means of advertising and advertising to market clothes and textiles in the local and global markets.

- 3- Alaa Amin Al-Khawaja 2009: The impact of global changes on marketing strategies in the ready-made garments sector, Faculty of Commerce, Suez Canal University. The study dealt with determining the most important global variables and their impact on marketing strategies and current marketing performance in the ready-made garments sector, describing and evaluating the current marketing strategies in the ready-made garments sector and their suitability to face the effects of current and expected global changes, identifying the trends of marketing managers and developing proposals for ready-made garments.

Research problem:

The research problem can be summarized in the following points:

- 1- Lack of awareness of the importance of the brand and its role in the success of the clothing industry.
- 2- Confusion in understanding the concept of marketing strategies and its basics, which negatively affects the clothing industry
- 3- Lack of activation of the advantages of clothing marketing strategies for well-known brands and their misuse in building a special strategy.
- 4- Using methods and strategies to market clothes that are not commensurate with the nature of the fashion market in Egypt.

The importance of the research:

The importance of the research is due to the following points:

Studying fashion trends and brand building foundations for their important role in the success of the marketing process. □ Shedding light on the importance of building a marketing strategy for institutions producing, distributing and selling ready-made garments. □ Studying clothing

marketing strategies for successful brands and documenting successful marketing practices and the extent of their success when applied to the fashion industry in the Egyptian market.

□ **Research Aims:**

- o Identifying the pros and cons of clothing marketing strategies and the possibility of benefiting from it in developing clothing manufacturing companies in Egypt.
- o Creating advanced marketing strategies that contribute to improving the efficiency of public relations and marketing research for clothing in the Egyptian market.
- o Developing the ready-made garment industry by studying garment marketing strategies. o Analyzing and benefiting from the successful experiences of brands and a case study of their marketing strategies and development to apply them to the Egyptian market.

Research hypotheses The search assumes that:

Keeping abreast of fashion trends for ready-made clothing companies contributes significantly to the success of the company's marketing policies and strategies.

- Establishing a successful brand that enhances the value of the company and leads to leadership and success in the labor market. Studying clothing marketing strategies and studying the work of international brands helps in building a sophisticated and innovative strategy for clothing manufacturing establishments and companies, which leads to the company's marketing success. Building a marketing strategy that enhances the competitive value of the company and enhances the company's position and concentration in the market.
- search limits: The research is limited to studying successful strategies for marketing ready-made garments.

Research Methodology:

- Descriptive approach.
 - Analytical approach. procedural steps
- The first axis: a theoretical study
- 1- Studying fashion trends and forecasting fashion trends.
 - 2- Studying the importance of building a brand as a basic strategy for marketing clothing.

3- Studying ready-made garments marketing strategies The second axis: the practical study

- 1- A case study of the marketing strategies of ready-made garments for the international company Zara and the extent of their success in the Egyptian market.
- 2- A case study of the clothing marketing strategies of Mango clothing company and the extent of their success in the Egyptian market.

Results:

- 1- Studying and analyzing the clothing marketing strategies of competing companies, allowing and facilitating the clothing companies to build an appropriate marketing strategy for the target market.
- 2- Brands may adopt more than one strategy, strategies may conflict, and some companies may resort to a strategy

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