



THIS IS ASOS

Your fashion and style destination

ASOS



Global Retail Assignment

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Company Overview



ASOS is an eCommerce retailer that specializes in fashion and cosmetic. The brand statement is to help everyone freely express themselves with their best confidence. Back in 2000, ASOS was established by 4 people Nick Robertson, Andrew Regan, Quentin Griffiths, and Deborah Thorpe.

The office first started in London, UK. The original idea of ASOS was the initial stand for AsSeenOnScreen. After the brand expanded their product categories, AsSeenOnScreen was no longer relevant as the meaning of ASOS. At the present, ASOS is one of the biggest global online retailers that is available to ship to all 196 countries in the world.





Target Customer

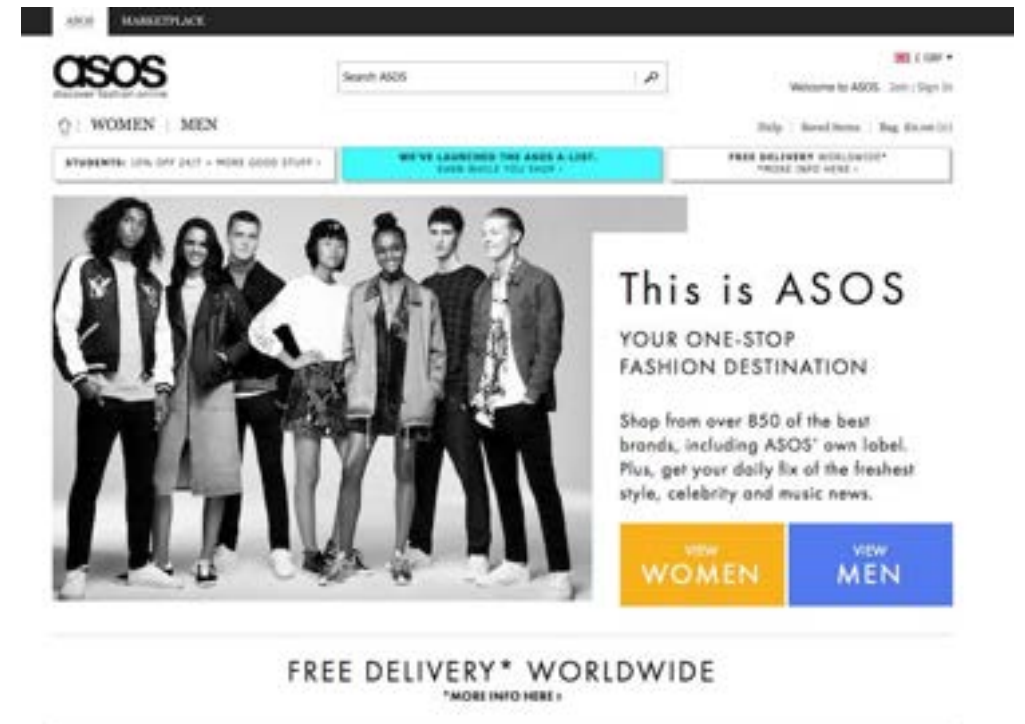
- Ages from 16 to 27
 - Ethical issues
 - LGBT community
 - Body shaming problem
 - Sustainability
- Streetwear vibe (edgy, minimal, hip-hop, sporty)
- Active on social media (Facebook, Instagram, Tiktok)
 - Income \$25,000 - \$50,000



Retail



As an online retailer, they don't have any physical stores. Due to that situation, ASOS draw in with likely buyers through digital platform including Instagram, Twitter, Pinterest and Facebook to comprehend shopper needs and assumptions. Adjusting to the most recent trends is something ASOS are quick to stay up with the latest with the utilization of Google+ to state new offers, trends, and items through gifs to draw in their market of more youthful individuals. Coming to its main platform, its website has a friendly design and easy to get in touch. People can easily find out what are they needing and checking the query.





Brand & Product Strategy

- ASOS is a site dedicated to fashion and beauty, including many different items. The store offers branded and own label products, including women's wear, men's wear, footwear, accessories and jewelry and beauty products.
- ASOS plan their estimating of price in a way that makes it reasonable to purchasers, offering their own ASOS image furnishes customers with a low-value option in contrast to the more costly brands like the HUGO or Ralph Lauren.
- Giving promotions through ASOS Outlet.



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End Clothing (local/ global)

End Clothing is a global menswear retailers found in 2005 in Newcastle, UK known for their luxurious and streetwear products. End Clothing has 2 brick and mortar stores in UK; one is in Newcastle, and one is in Glasgow. However, eCommerce is still their main channel with more than 400 brands carried

Farfetch (local/ global)

Farfetch is a UK based global eCommerce luxury retailer found in 2007. Farfetch has offices located in 14 cities in the world, however, eCommerce is still their main channel, they are carrying more than 700 brands. High-quality luxury apparels, shoes, sneakers, and accessories from famous designer brand all over the world which are available for both men and women.

Urban Outfitter (global)

Urban Outfitter is a global retailer which found in 1970 in Philadelphia, Pennsylvania, U.S. The company are both success with their brick & mortar stores and eCommerce channel. The company revenue in 2019 is \$3 billion. Urban Outfitter has total of 253 store locations worldwide (except Asia), they are also active on their eCommerce channel. However, they only carry around 30 brands.



END.



FARFETCH



URBAN
OUTFITTERS



Analysis and Recommendation



ASOS' strategy is perfectly match with their target customers which easily explained why they had a positive increasing in revenue and profit despite the impact of the Covid-19 pandemic. However, the ASOS can do better if they expand their market to Asia and shift their focus from UK & Europe market to America or the new market – Asia. They have a great adaption to the new trends, marketing on social media and mobile phone app. The recommendation that I had for ASOS is bringing what they already build to the new markets that they have not paid much attention to.