

**Marketing** is a collection of activities that include market research, consumer surveys, and customer service. The objective is to arrive at a collection of products for sale in the future and then to promote this collection in the market. The ultimate goal is a collection that can be produced for minimum risk and maximum return.

### Target Groups

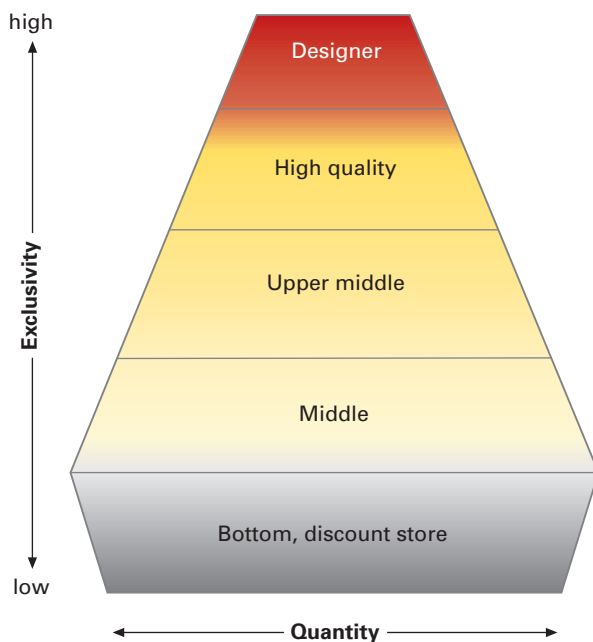
A target group is an identifiable sector of consumers with broadly similar characteristics, such as fashion consciousness, buying habits, types of shops used, brand awareness, brand loyalty and quality requirements. A target group can be defined according to the following criteria.

Attitude and Lifestyle		Fashion Awareness and Expectations	
Womenswear	Menswear	Womenswear	Menswear
Anti-fashion, no demands	Trendy fashion follower	Avant-garde	Avant-garde
Nonconformist	Younger, confident, demanding	Fashion conscious	Young fashions
Prestige oriented	Untidy youthful	Jeans type	Jeans type
Not to be tempted	Older, demanding, fashion grouch	Career woman	Career man
Careful, unsophisticated	No particular orientation	Modern woman	Modern man
Smart, conservative	Conventional, unsophisticated	Youthful	Youthful
Young, trendy		Cultured	Businessman
		Smart	Formal
		Middle of road	Middle of road
		Bargain hunter	Bargain hunter

### Quality Level

Quality level is the other factor that determines the market sector towards which a collection will be aimed. The quality level defines the rank of the product in the total range of offers in the market, so far as its design content and workmanship are concerned. The following factors, for example, have an influence.

- Fabric quality
- Workmanship in the interior parts
- Style and Fit
- Fashion content
- Precision of assembly
- Range of sizes and number of pieces



1: Clothing quality levels

#### The following quality levels can be distinguished

**Designer** quality characteristics include unique designer labels, small numbers per style, the most exclusive fabrics – often with in-house designs – extreme fashion leaders, avant-garde designs.

**High quality** or **Model** fashions are characterised by very high levels of workmanship, exclusive designs and detailing, small series production, limited size range, fashionable.

The **Upper middle** level uses good quality fabrics, provides optimum fit, and follows the latest fashions in style and colour.

The **Middle** level has strict price constraints, a comprehensive size range, but a limited range of styles.

The **Bottom** or **Discount** level has large quantities of limited styles. Fabric quality and workmanship are geared to low price levels. The style and fit are of comparatively lower importance.