

CLOT Analysis Based on SWOT and 4Ps

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Abstract. This paper aims to conduct an in-depth study of CLOT through SWOT analysis, and explore its internal strengths and weaknesses, external opportunities and threats. Through SWOT analysis, the internal advantages of CLOT are brand diversity and unique design, but there are also disadvantages in brand awareness and market competition. And use the 4P theory to analyze its strategic application in product, price, place and promotion. 4P theory is carried out to comprehensively understand the position and potential development direction of CLOT brand in the market competition. Through 4P theoretical analysis, CLOT has strong competitive advantages in product innovation, price positioning, place expansion and promotion strategy, but it needs to strengthen the international market layout and brand promotion. This study helps CLOT to deeply understand its position and potential development direction in the market and provides a reference for CLOT to formulate more effective marketing strategies and brand development plans in the future.

Keywords: SWOT; 4P; marketing strategy; product analysis.

1. Introduction

1.1. Background

Recently, the fashion clothing industry has been in a stage of constant change and development, because of the slow global economic growth leading to increasingly fierce competition in the international market. However, for the company, if it can rapidly transform and innovate new businesses, the company can gain huge dividends. Consumer demand for the fashion clothing industry is growing in emerging markets, which presents new growth opportunities for the global fashion industry. Many companies try to expand the new market actively and make product customization and marketing strategies according to the requirements of local consumers. With the development of science and technology, digitization is more widely applied in the fashion industry. There are many revolutions from design and production to sales and marketing. Besides, many brands also face increased competition and consumer demands for quality and sustainability. They are trying to adjust their business strategies to the changes in the market, such as strengthening brand positioning and improving product quality. In the future, the fashion clothing industry will face many challenges, including sustainable development, the change in consumer demand, and increasing competition. But at the same time, there will be more opportunities like digital transformation, market growth and technological innovation. Thus, the successful brands will be those that are flexible to change, constantly innovate and actively adapt to consumer needs.

1.2. Related research

The research on the development of the fashion industry has been quite comprehensive. In terms of sustainability, some studies think the fashion industry is particularly polluting in terms of air and water pollution, raw material and energy consumption [1]. In market competition, some researchers analyze the price, waiting time and capacity levels of the competition, and consumers can select the market segment to which they wish to belong [2]. Each brand has its own advantages. Correspondingly, the disadvantages of each brand are also different. So it is not feasible to solve the problems of the whole fashion industry with one solution. The solution should be specific to each company and product.

When conducting research and analysis on any company, SWOT analysis or 4P theory can be used to understand the problems of the company. Therefore, if researchers want to make a complete analysis of a brand, they need to understand the whole brand's history, background, positioning, and product information. Overall, the research and analysis of a company has many implications, both for academia and business practice. Research can reveal the core value of a particular brand and the sources of consumer interest. A single brand research can also serve as a case study, providing learnable strategies for other brands. By using SWOT analysis, research can help brands identify their position and competitive advantage in the market and how to better communicate with their target consumers. In the research, researchers should pay attention to the combination of theory and practice and make reasonable use of the 4P theory. And then combine it with real situations to develop and adjust effective business strategies. Even though there is less research on a single company or brand, this does not mean that such research is without value. On the contrary, in-depth case research for specific brands can provide valuable practical experience and strategic insights, which have great significance for academic research and commercial applications in brand management and marketing.

1.3. Objection

CLOT, as a fashion brand, has hardly been researched and analyzed. Aiming at the main problems and advantages of CLOT, this essay uses SWOT analysis to comprehensively describe it. In addition, CLOT should face its threats and grasp the opportunities in the future. Then, use the 4P theory to identify the product price, place and promotion. In the end, this essay provides suggestions for CLOT's future development.

2. Basic Description Of CLOT

CLOT is a well-known fashion brand founded in 2003 by Hong Kong artist Edison Chen. The brand is famous for its unique design philosophy and deep integration with trend culture. They have great designs for clothing, shoes and accessories and often collaborate with a variety of stars and brands. In the minds of consumers, branding is one of the main pillars in establishing associations about organizations, products and services [3]. CLOT is a short of Cheating Lots of Teenagers. Because the brand founder was cheated by the entertainment industry in the early days of the brand, he wanted to push Chinese trend culture and build a unique and famous brand by himself. And CLOT became the enlightenment of fashion for many young people in the area. Their brand slogan is "Made in China but For the World". As a Chinese brand, this slogan expresses their confidence and vision. They firmly believe that they can use Chinese technology and standards to produce world-class products and show the charm and strength of Chinese manufacturing to the world. Early, they were focused on the brand research and development. CLOT put many Chinese elements into its co-branded clothing and shoes, such as the Nike Kiss of Death and Silk. In just a few years, the brand awareness of CLOT was growing very fast and gained a firm foothold in China. By cooperating with some major brands, CLOT was known in the world. But they may not be as popular today as it was then. The design style of the product does not satisfy all customers and CLOT has excessive cooperation with other brands.

3. SWOT

3.1. Strength

As a well-known fashion brand, CLOT has the advantages of multiple design styles, edition-limited products, and frequent cooperation. They have a high standard on product design. Take Design Thinking as being sensitive to reality and advocate gaining insights from real experience and what has already happened [4]. While cooperating with other well-known brands, CLOT incorporates Chinese elements into its designs, such as traditional flowers, patterns, text and so on. This integration makes the brand unique and recognizable, and the edition-limited products also attract many customers, expressing the brand's respect and inheritance for traditional Chinese culture. So far,

CLOT has already cooperated with many brands, such as Nike, Adidas, HEYTEA and MacDonald. CLOT has a wide cooperation circle around the world which means that they can communicate and learn from various brands to improve their product strength.

3.2. Weakness

CLOT does have limitations in fashion culture. Their product positioning and design style may not be acceptable and loved by all consumers, which is also called product heterogeneity. It increases the search frequency and search cost of consumers, which restrains the growth of consumption to a certain extent [5]. In addition, Over-reliance on the celebrity effect may contribute to a lack of awareness of the brand itself and more attention to the celebrity spokesperson. This phenomenon may hinder the long-term and stable development of the brand in the market.

3.3. Opportunity

CLOT will have a lot of opportunities in the future. By collaborating with stars, CLOT is able to attract the attention of more young consumers and enhance brand awareness and influence. Such strategies not only influence the psychology of customers and satisfy their requirements, but also enhance their buying inclination, behavior, and character [6]. The diversity of the customer can also bring broader market opportunities. Besides, companies use new and innovative approaches to make product development more customer-oriented and faster [7]. By combining new technologies from well-known brands, CLOT can introduce more innovative products to satisfy consumers' demands for fashion and technology. On the one hand, this measure can enhance the competitiveness of the product. On the other hand, it can get the interest of consumers and further consolidate the brand position.

3.4. Threat

In the future, CLOT still has many threats that need to be solved. First, the emergence of similar products may cause a threat to their market position and profitability. The increasing number of competitors means that the market is fiercely competitive. Some research reports indicate that 56% of companies are highly competitive, 41% are intense, and only 3% of companies do not have competition [8]. Second, compared with some famous brands, the development of CLOT is still very late. The production and processing process of the product is not as mature as other brands.

4. 4P

4.1. Product

CLOT has a wide range of products in the fashion area, including clothing, shoes and many other categories. There are different styles and designs styles of products under each category. In terms of design style, CLOT cooperates with well-known brands and jointly launches products in various design styles, covering street trends, modern elements, artistic creativity and other styles. This diversity makes their products suitable for consumers with different aesthetic orientations and personalities. Co-branding has been applied by more and more brands to create sales hotspots, improve brand awareness and expand consumer groups [9]. Through cross-border cooperation with famous brands, their product quality can be guaranteed, high-quality materials can be selected, and attention to detail and process processing can be paid.

4.2. Price

CLOT also has some unique insights on its price. The goal of the company is to choose the selling price that maximizes revenue [10]. Because of the unique and personalized product design, CLOT can make its products more prominent in the market, thus there is a certain premium space. And they also have strict control over the quality of their products. When they develop their new product,

CLOT always focuses on product quality and durability which is also one of the reasons for the high price of its products. Besides, their website offers great discounts on clothes. People who purchase clothes on its official website can have a 30% to 50% discount.

4.3. Place

Both online and offline, the sales model of CLOT is growing equally. Online, CLOT puts its products on various apps, such as TikTok and Taobao. Consumers can access and purchase products anytime and anywhere, improving the convenience and flexibility of sales. For the company, online sales can help brands better understand consumer requirements and optimize product promotion and marketing strategies through data analysis of customer behavior. Their offline stores are mainly distributed in some commercial centers and high-end department stores to ensure that they can attract consumer groups. In order to reach consumers with purchasing power better, they usually choose to open stores in some fashion shopping areas or fashion districts of big cities.

4.4. Promotion

To diversify its marketing approach, CLOT expands its brand awareness by associating with a variety of well-known brands. Limited edition products have a highly collectible value and the limited release strategy can also drive sales. And second, CLOT always offers personalized prices to customers on various shopping platforms. The promotion of personalized prices is an effective online marketing tool for online stores that can streamline consumer decision-making and eliminate the negative relationship of cognitive effort when shopping online [11]. In addition, by using social media, CLOT places advertisements and offers on major apps to create its own unique brand image in publicity and advertising. The publicity of brand image not only attracts the attention of consumers but also enhances the recognition of the brand in the fashion industry.

5. Suggestion

There are some serious issues with CLOT. The main problem is that due to the co-branding with other brands, people may pay more attention to another brand and just have little awareness of CLOT's products. This becomes the popular stereotype of CLOT. Compared to other fashion brands like Supreme, CLOT can always give customers some innovative products and experiences, but the fact is it is not as well-known globally as some international big brands. While their product style changes greatly, CLOT cannot satisfy all customers. Some may think that the style does not conform to their aesthetic and some regular customers may also find it difficult to choose from so many products, they cannot avoid the loss of some customers.

In view of these problems of CLOT in the market, CLOT can implement these measures.

First, CLOT needs to pay more attention to the diversified needs of consumers and strengthen the marketing and promotion of consumers, so as to enhance the popularity and recognition of the brand in the public. With the development of the commodity market, consumers increasingly pay attention to commodity quality and company service [12]. Through diversified product lines and publicity strategies, CLOT can better satisfy the requirements of different consumers and enhance the whole competitiveness.

Second, CLOT can improve brand awareness through other ways to reduce the reliance on the celebrity effect, such as strengthening cooperation related to trend culture and launching innovative designs. Although the celebrity effect can bring huge profits to the company, they still need to take care of the negative publicity. When one of the partner brands has negative publicity, negative perception may spread to the partner brands and products [13]. Therefore, establishing deeper connections with consumers can avoid these problems and ensure that the brand stands out in the competitive market.

Third, they should continue to innovate products while taking into account the quality of products. Continuous optimization of product quality and improvement of design level can ensure that products have a high international competitiveness. As a part of one's process of cognitive emotional after a purchase, comparing people's perception of product quality to people's values may affect emotional satisfaction [14]. Product quality represents the hard power of a company, thus innovative and high-quality products can be recognized by customers.

6. Conclusion

CLOT, a fashion brand that incorporates Chinese elements into its design, enhances its brand influence by collaborating with many well-known brands and releasing diversified and limited-edition products. Although its product design is unique, it also has problems with product heterogeneity, which may not be accepted by all consumers. In order to make CLOT have a better product market in the fashion industry, this paper aims to analyze CLOT thoroughly by using SWOT analysis and 4P theory. According to the 4P theory, CLOT offers a variety of fashion products and shapes its brand image through cross-border cooperation. They adopt profit-maximizing pricing and increase market coverage by combining online and offline sales places. In marketing promotion, CLOT builds unique brand recognition in the fashion industry by selling limited-edition products and personalized promotions.

In addition, this paper gives some suggestions for CLOT. These suggestions are very practical to improve the weakness and threat of CLOT in the market. An effective way to enhance brand awareness and recognition is to focus on the diversified needs of consumers and strengthen marketing promotion. Through diversified products and publicity strategies, CLOT can better satisfy the needs of different consumers and enhance their competitiveness. Besides, reducing reliance on celebrity effects, cooperating with fashion culture, and selling innovative designs can also help increase brand awareness and avoid the impact of negative publicity. Lastly, CLOT needs to innovate and improve its products constantly. This is the key to helping CLOT occupy the international market, only through high-quality products can they win the recognition of customers. Considering these factors together, CLOT can address the challenges in the market and enhance the brand's position in the highly competitive industry by implementing these measures.

The research object of this paper is limited to a single brand, and for the whole fashion clothing industry, research must require plenty of data. Hoping that there will be more research on single brands in the future which can help to understand the whole industry.

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