

# The Marketing Strategy for Domestic Fashion Multi-shop Dealt with Imported Products only ( I )

(Focusing on Product Strategy / Price Strategy)

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The study was done to provide domestic fashion multi-shops with basic information about the marketing strategies through an investigation the marketing strategies for domestic multi-shop dealt with imported product only.

The purposes of the study were to investigate distribution strategies and promotion strategies for domestic fashion multi-shop dealt with imported product only. Data were collected from Interviewing with a buyer or a staff of marketing department of domestic fashion multi-shop dealt with Imported Product only.

The results were as follows : In product strategies, from late 20s to early 40s' fashion leader group who could purchase high pricing goods were their main targets. They selected and developed overseas brands that were increased the recognition of the brands in other countries or had an ample hope for success. They usually bought singular item rather than suit, because it had some advantage of getting rid of overstock easily and lower price than price of suit. In the respect of merchandising, trendy goods were occupied relatively majority because the main targets were fashion leaders. So they made it a rule to buy small amount for each item due to a lot of risk of stock. They bought once in a season(S/S, F/W) and could hardly reorder.

Brands were changed at the discretion of each shop accordingly seasonal trend or if some brands was sold very dull.

In price strategies, most items were at high price because they were consisted of overseas designer brands. In comparison with other imported brands, they were developing various concepts and intended to accept varied customer. There were scarcely pricing gap among the brands and average price of items was similar to famous overseas brands or little higher than domestic designer brands. They had a discount event for VIP at the end of the year in order to get rid of their overstock.

In this study, it could be known the present condition of domestic fashion multi-shops dealt with imported product only and these results could be helped to develop marketing strategy for domestic fashion multi-shops as a basic information.