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

(Focusing on Distribution Strategy / Promotion Strategy)

Kim, Seung-Eun* · Kim, Sun-Hwa**

*Master, Dept. of Fashion, Dongduk Women's University

**Professor, Dept. of Clothing & Textile, Sunchon National University

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: For the distribution strategies, these three fashion multi-shops as chosen were all placed in department stores. Their distribution channels were diverse like road shop, shop in department store and shop under direct management of department store. In case of shop in department store, it was common that the shop paid a definite commission to the department store. But Steven Alan was managed directly by a department store as an advanced buying system that department store bought and sold goods and held themselves responsible for overstock.

For the promotion strategies, these fashion multi-shops didn't make a definite budget for advertising and publicity contrary to other one-brands. But they attached importance to visual merchandising (VMD) because they had to harmonized the concept of a shop with various brands. Also they concentrated on seasonal fashion show, management of their customers and personal sales.

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.