

# Competitor Analysis

## Important Definitions

**Custom Fit** [kuh s-tuh m fit] -adjective

1. A mass-produced garment with specific customizations made to match the desire of the consumer, such as a specific styling of the cuffs or collar.
2. A mass-produced garment that has been taken to a tailor to have certain desired alterations made.

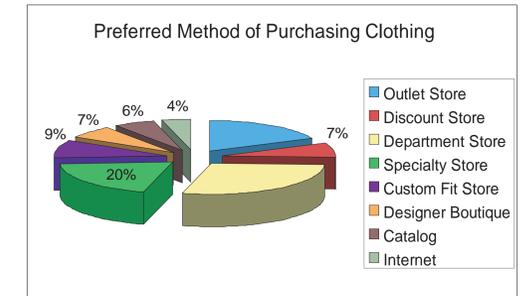
**Custom Made** [kuh s-tuh m meyd] -adjective

1. A garment that has been created based on the exact measurements, customizations, and specifications of the consumer.

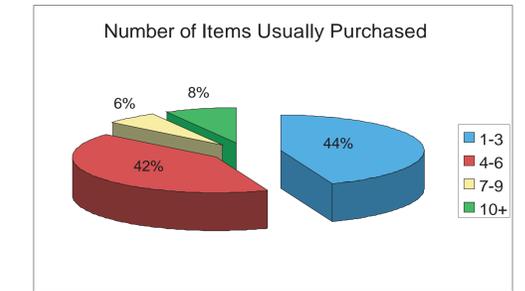
	Best Custom Shirts	Land's End	Men's Wearhouse	MyTailor	Ravi's Tailor	Zinda
Custom Made	X			X	X	X
In-Store Location Available			X			X
Socially Responsibility in Manifesto						X
Experienced Tailors	X		X	X	X	X
Several Design Options Offered	X		X	X	X	X

## Results from surveying our target population

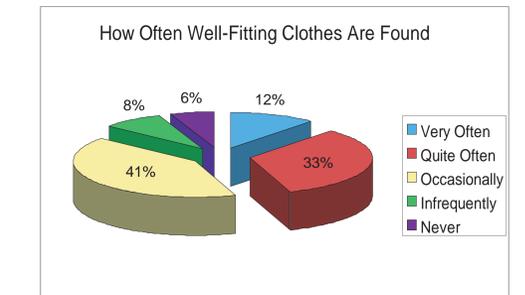
\*What is your preferred method of purchasing clothing?



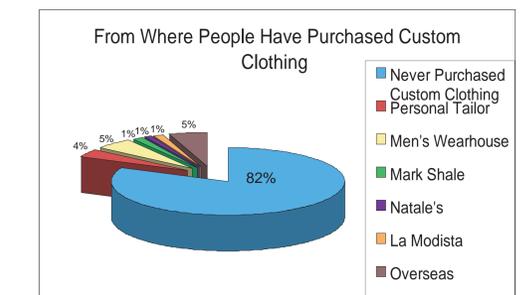
\*How many items do you purchase during each trip?



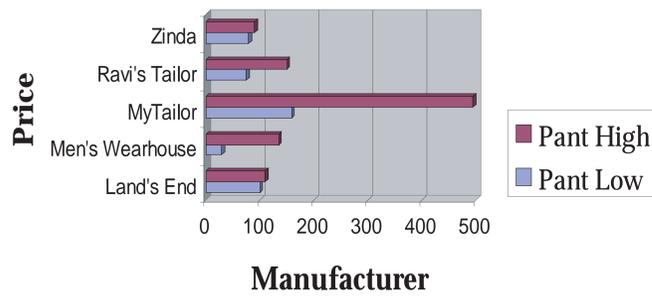
\*How often do you find well-fitting clothes?



\*Have you ever purchased custom-clothing? If yes, from where?

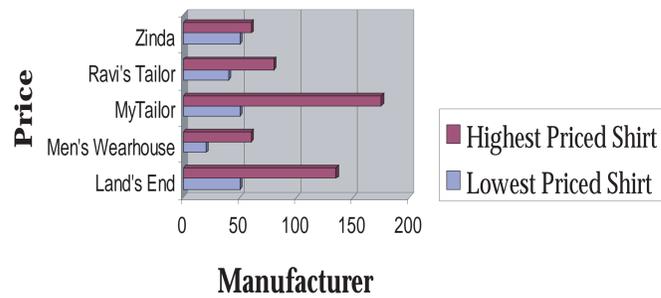


## Competitor Pant Pricing



-A price comparison of the leading custom clothing companys' high and low-end pants.

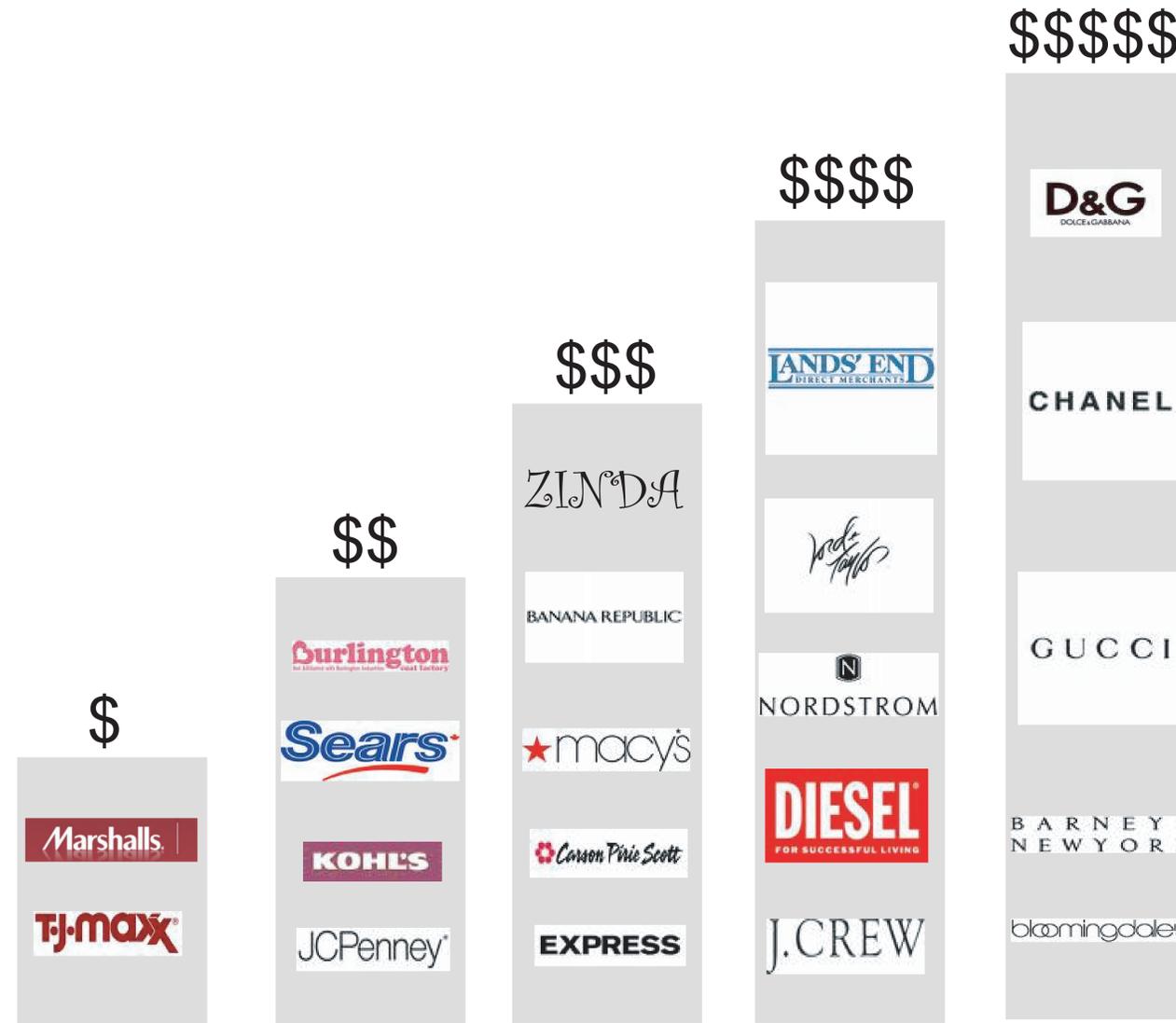
## Competitor Shirt Pricing



-A price comparison of the leading custom clothing companys' high and low-end shirts.

## Comparing Available Options

Comparing the options that are available through our top custom-clothing competitors.



## Comparing Price Range

Comparing the average cost of clothing at various popular retailers.

**Men's Shirt**

**Collar Style**

Button Down  Narrow Spread  Medium Spread  Wide Spread

Extra Wide Spread  Round Point  Curved Point  Band Collar

**Top Button**

Single Button  Double Button  Tabbed

**Stiffness** **Collar Height** **Collar Fabric**

Soft Collar  Standard Collar height  Same as Shirt

Stiff Collar  Custom Collar Height: \_\_\_\_\_ in. at back of neck  White

Extra Stiff Collar

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**Men's Shirt**

**Cuff Style**

Barrel Cuff  2-Button Barrel  Mixed Barrel  French Cuff

**Gauntlet Button**

Yes  No

**Cuff Fabric**

Same as Shirt  White

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**Men's Shirt**

**Plecket Style**

Regular Plecket  French Plecket  Hidden Plecket

**Plecket Fabric**

Same as Shirt  White

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**Men's Shirt**

**Number of Pockets**

No Pockets  One Pocket  Two Pockets

**Pocket Style**

Rounded Pocket  V Pocket  Notched Pocket

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**Men's Pants**

**Bottom Cut**

Classic  Straight

**Back Pleat**

Center Pleat  Side Pleats  Plain Back

**Button Color**

Black  White  Ivory  Other: \_\_\_\_\_

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**Men's Pants**

**Number of Back Pockets**

One  Two  None

**Back Pocket**

Straight  Straight with button  Patch

Patch  Square  Classic

---

**Men's Pants**

**Number of Belt Loops**

None  Five  Six  Seven

**Front Pocket**

Angled  On seam

## Women's Shirt

**Collar Style**

Classic  Button Down  Round Point  Band Collar

Wing Collar  Shawl Collar  Notched Lapel

**Top Button**

None  Single Button  Double button  Tabbed

**Stiffness** **Collar Height** **Collar Fabric**

Soft Collar  Standard Collar height  Same as Shirt

Stiff Collar  Custom Collar Height: \_\_\_\_\_ in. at back of neck  White

Extra Stiff Collar

Single-line drawings for visual clarity

Consistant Style

Intuitive Selection Method

Efficient Catagorization

**Women's Shirt**

**Collar Style**

Classic  Button Down  Round Point  Band Collar

Wing Collar  Shawl Collar  Notched Lapel

**Top Button**

None  Single Button  Double Button  Mixed

**Stiffness** **Collar Height** **Collar Fabric**

Soft Collar  Standard Collar height  Same as Shirt

Stiff Collar  Custom Collar Height: \_\_\_\_\_ in. at back of neck  White

Extra Stiff Collar

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**Women's Shirt**

**Cuff Style**

Barrel Cuff  2-Button Barrel  Plain Cuff  Wide Cuff

**Gauntlet Button**

Yes  No

**Cuff Fabric**

Same as Shirt  White

---

**Women's Shirt**

**Plecket Style**

Regular Plecket  French Plecket  Hidden Plecket

**Plecket Fabric**

Same as Shirt  White

---

**Women's Shirt**

**Bottom Cut**

Classic  Straight

**Back Pleat**

Center Pleat  Side Pleats  Plain Back

**Button Color**

Black  White  Ivory  Other: \_\_\_\_\_

---

**Women's Pants**

**Fly**

Straight with button  Straight with hook-and-loop  Buttoned

**Number of Belt Loops**

None  Five  Six  Seven

**Front Pocket**

None  Slant  Slant

Waist (horizontal)  None

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**Women's Pants**

**Number of Back Pockets**

One  Two  None

**Back Pocket**

Patch  Patch  Patch  Patch with button

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**Women's Skirts**

**Hem**

Front Pleat  Layered Ruffles  Smocked Pleats

Slit  Plain  Wrap

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**Women's Skirts**

**Length**

Knee  Calf  Ankle

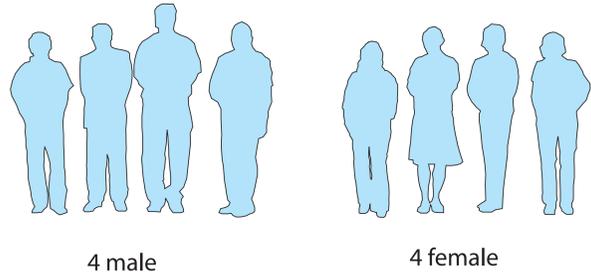
**Slit**

None  Back  Side  None

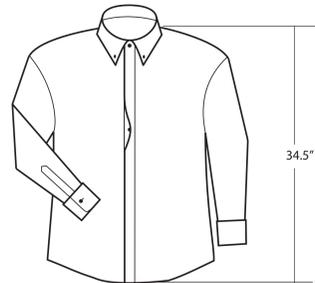
# First Production Run

## The Process: U.S.A.

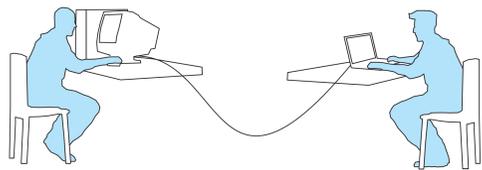
1. Find 8 test consumers.



2. Measure each Customer's best fitting shirt and/or slacks.



3. Submit measurements and options to Indian manufacturers.



Female Top - Front



Male Top - Front



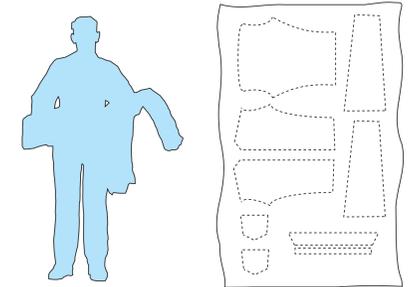
Female Bottom - Back



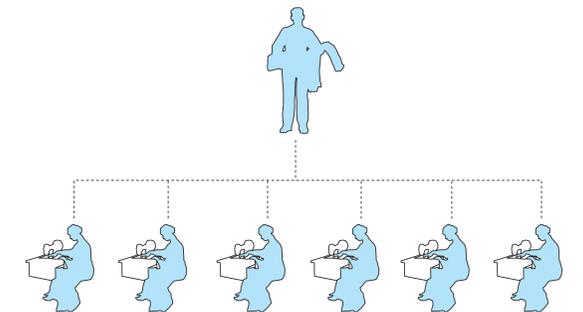
Male Bottom - Front

## The Process: India

4. Master Tailor cuts fabric.



5. Garments assigned to individual tailors and then sewn.



6. Order packaged and shipped.



# Store Front Inside Dry Cleaners

## Pros

- A large amount of control over how products are sold
- Value proposition of buying clothes and having them cleaned
- Low capital investment
- Multiple ways to obtain measurements:
  - Copy system
  - Measure customer in person
- Tailors on staff
- Alterations can be made before customer receives garment

## Cons

- Dependant upon separate business
- Low traffic from people looking to buy clothing

## Unknowns

- Are people who are shopping for clothes going to buy from a dry cleaner?



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# Points of Sale

## Online

### Pros

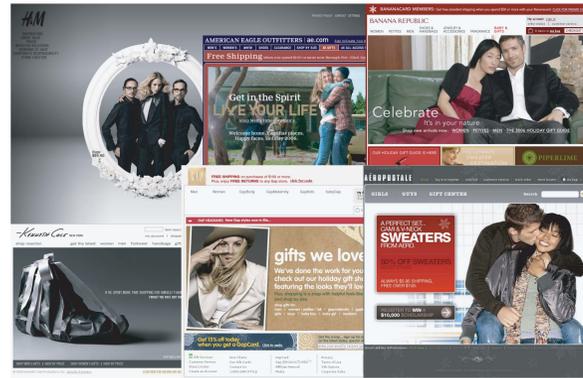
- Minimal capital investment
- A massive market

### Cons

- Attracting people to your site
- Shipping merchandise to customer may prove problematic

### Unknowns

- How to obtain a customer's measurements
- Handling returns if customer is not satisfied with product



## Catalogue

### Pros

- Instantly target the ideal consumer
- Potentially serve a huge market

### Cons

- High capital investment
- Reprinting catalogues for updates would be costly
- Difficult to expose company to customers

### Unknowns

- How to obtain a customer's measurements
- Handling returns if customer is not satisfied with product



# Via Tailors

## Pros

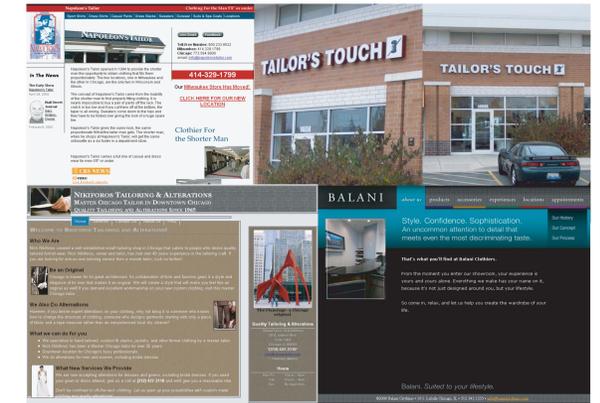
- Expert tailors on site
- Low capital investment
- Multiple ways to obtain measurements
  - Copy system
  - Measure customer in person
- Upscale atmosphere

## Cons

- Many unknowns
- Fate tied to that of Tailor

## Unknowns

- Enough foot traffic?
- Could we find a willing partner?
- Do customers go to tailors looking to purchase clothes, or merely to have alterations?



# Setup within Another Store

## Pros

- Customers are already shopping for clothing
- High foot traffic
- Instant credibility
- High growth potential

## Cons

- Brand becomes associated with another store

## Unknowns

- What happens if parent store goes out of business?



# Store Front

## Pros

- Complete Control over how products are sold
- Attracts people who are shopping specifically for clothing
- Reaches a target demographic
- Opportunity for growth

## Cons

- Requires huge capital investment
- Extremely risky

## Unknowns

- Is the brand name robust enough to support a store?



# Partnering with Retail Store

## Pros

- Customer is already shopping for clothing
- High foot traffic
- Instant credibility
- High growth potential

## Cons

- Store would have a large amount of control over the brand
- Our own brand identity may be lost

## Unknowns

- Would an established store be willing to risk its reputation by partnering with a start up company



# Kiosks in Malls

## Pros

- High foot traffic
- People are already shopping for clothing
- High visibility
- Rapid establishment of business
- Lower capital investment

## Cons

- Customer cannot try clothing on site

## Unknowns

- Would a kiosk appeal to our target demographic?



# A Rising Trend

61% of 13 to 25 year-olds feel personally responsible for making a difference in the world.

69% consider a company's social and environmental commitment when deciding where to shop, and 83% will trust a company more if it is socially/environmentally responsible.

- USA Today

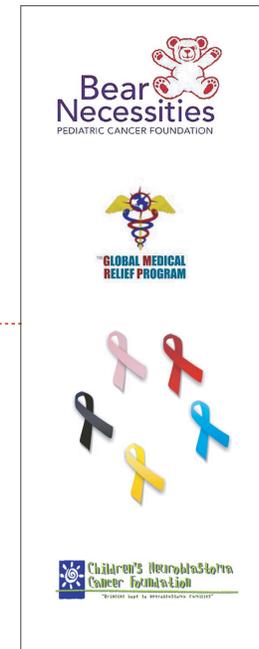
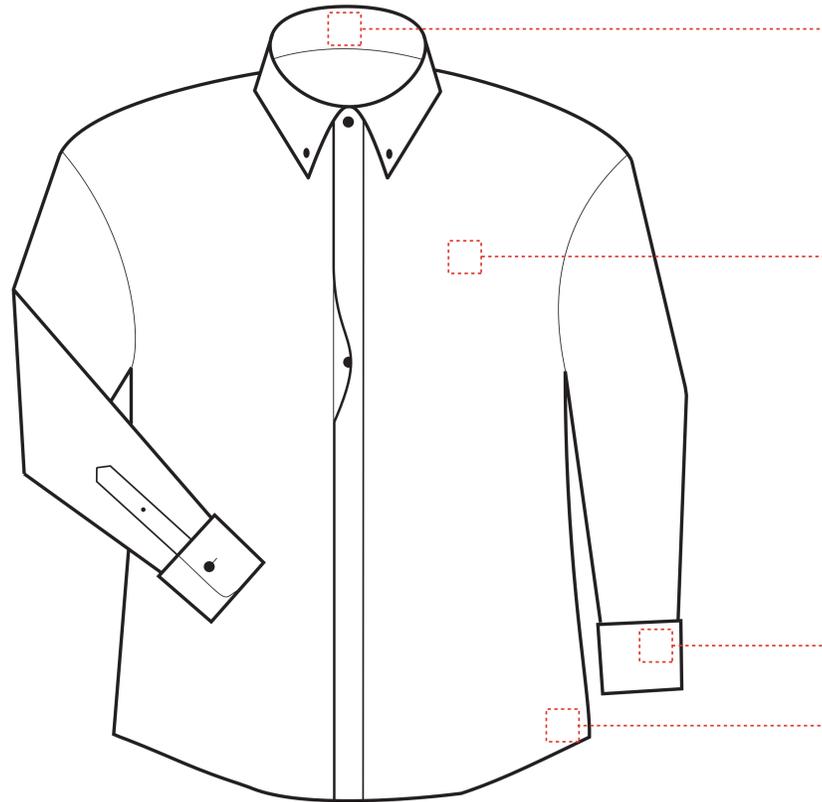


**(PRODUCT)<sup>RED</sup>** is a precedent for building an image around socially responsible business practices.

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# Social Responsibility

The continuing commitment to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as for the local community and society at large.

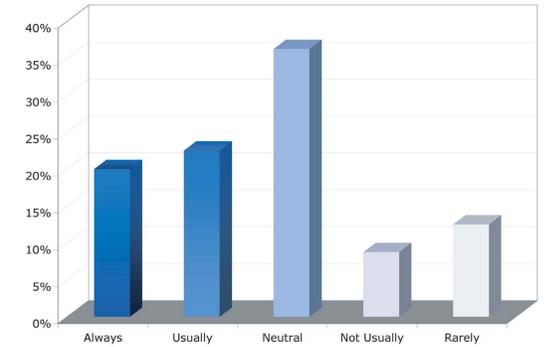


5% of profits will go to the customer's charity of choice.

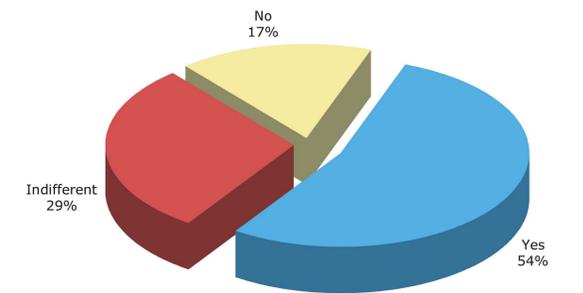


Ensuring good working conditions at our manufacturing partners.

# Our Findings



42.5 % of survey respondents care about the working conditions of employees.



54 % of survey respondents would be more inclined to purchase from a company that ensured good working conditions for its employees.

# We believe...

Consumers have the right to know everything that the company knows about the product it sells them.

Maximizing Shareholder returns is NOT a Corporation's sole purpose.

Customer demand for Socially Responsible Companies is on the rise.

People deserve more opportunities to do good.

Everyone can win.

# Survey Results

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# Target Market

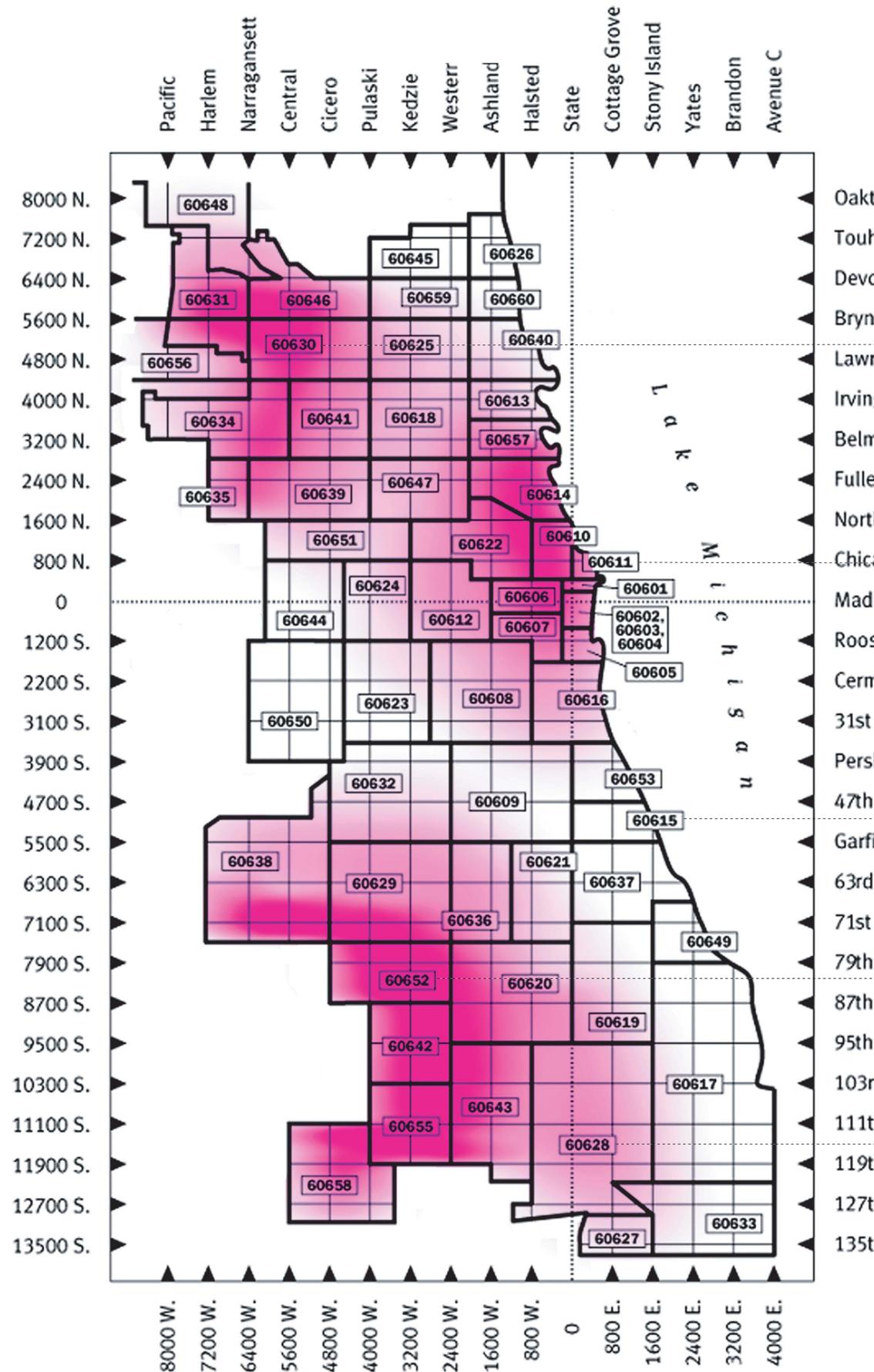
# Rating Method

What are the main reasons you return to a particular clothing store again and again?	Percentage
New Items	21.59%
Low Prices	23.86%
Sales	35.23%
"They have my size"	18.18%
Design (clothing)	25.00%
Convenience	13.64%
Customization Options	0.00%
Other	1.14%

Variable	Average
About how many times per year do you shop for business casual clothing?	4.5
About how many times do you purchase on these visits?	4.5
On these shopping trips, how much do you usually spend?	\$227.28
How much do you usually spend on pants?	\$68.24
How much more would you be willing to pay if you could get your pants custom-made?	\$32.50
Total	\$100.74
How much do you usually spend on shirts?	\$49.87
How much more would you be willing to pay if you could get your shirts custom-made?	\$24.60
Total	\$74.47
How much do you usually spend on skirts?	\$49.63
How much more would you be willing to pay if you could get your skirts custom-made?	\$23.64
Total	\$73.27

Gender	
Male	64.00%
Female	36.00%
Average Age	36
Race	
Caucasian	68.30%
African-American	6.10%
Asian-Pacific	9.80%
Islander	1.20%
Hispanic	4.90%
Native American	1.20%
Other	8.50%
Marital Status	
Single	51.30%
Separated/Divorced	50.00%
Partner	42.50%
Dependent Children	
Yes	26.20%
No	73.80%
Education	
High School	14.10%
Associates	9.40%
Bachelors	43.50%
Masters	16.50%
Professional	15.30%
Doctoral	1.20%
Household Income	
<\$50,000	26.00%
\$50,000 - \$74,999	13.00%
\$75,000 - \$99,999	22.10%
\$100,000 - \$124,999	15.60%
\$125,000 - \$149,999	3.90%
>\$150,000	19.50%

- Income - Average household income (weighted x 3)
- Population - Total amount of people living in particular zip code (weighted x 2)
- Clothing - Likelihood of purchasing clothing similarly priced to Zinda (weighted x 1.5)
- Charity - Likelihood of donating to charity (weighted x 1)



Map of Target Market Hot Spots in Chicago

60630

- Income - ★★★★★
- Population - ★★★★★
- Clothing - ★★★★★
- Charity - ★★★★★
- Overall - ★★★★★

60611

- Income - ★★★★★
- Population - ★★★★★
- Clothing - ★★★★★
- Charity - ★★★★★
- Overall - ★★★★★

60615

- Income - ★★★★★
- Population - ★★★★★
- Clothing - ★★★★★
- Charity - ★★★★★
- Overall - ★★★★★

60652

- Income - ★★★★★
- Population - ★★★★★
- Clothing - ★★★★★
- Charity - ★★★★★
- Overall - ★★★★★

60628

- Income - ★★★★★
- Population - ★★★★★
- Clothing - ★★★★★
- Charity - ★★★★★
- Overall - ★★★★★