

## Competitor Written Team Analysis

The overall strengths and weaknesses of our competitors vary from business to business. Maurices strengths include having a variety of different sizes, offering great customer service, and carrying different brands that best fit their target market. However, their weakness is that they lack an emphasis on sustainability and do not advertise efficiently. Which leads their customers to shop online at other retailers. J.C. Penny's and Dillard's have a similar environment and atmosphere to their brick and mortar stores in Manhattan. The strengths of these stores include customer loyalty, wide breadth of apparel and products, and diverse sales channels, as well as strong supply chain relations. Weaknesses of these brands include higher price points on private label brands, and promotional pricing has led to mixed marketing signals among the consumer base upon numerous occasions. One of Francesca's strengths is having exclusive merchandise that is affordable. Customers pay a low-medium price for high quality products. They also have efficient marketing strategies with their online presence and emphasis on location in high traffic malls, strip malls, and other shopping facilities. However, the weaknesses of this brand is that they do not engage in traditional advertising and do not offer a loyalty program.

The competitive advantage we are planning for our retailer in Manhattan, is the emphasis on inclusive sizing for all different body types to fit comfortably, and confidently. Our goal as a retailer is to create an exciting shopping environment, where consumers can get honest advice on apparel, and quality apparel for a reasonable price. The retailer will also have a competitive advantage because they will offer alterations for apparel sold or rented for a small fee. As a whole, we will offer a percentage off, or in store credit for customers who bring in their slightly used formal wear and business wear to donate to our staff to potentially upcycle, and resale. Overall, our retailer in Manhattan will have a competitive advantage based on the overall

consensus of our competitors in the local area. We will strive to be an inclusive, affordable, and unique shopping experience for all.