THE PLANNING OF 4Ps MARKETING STRATEGY IN APPAREL BRAND AHIMSA

Jasmine Yulina Hadiwidjojo¹, Denny Bernardus²

Universitas of Ciputra Surabaya
INDONESIA

Emails: ¹jasmine_yulina@rocketmail.com, ²denny@ciputra.ac.id

ABSTRACT

The purpose of this research is to determine the right marketing strategic for AHIMSA as a soon to be startup company using 4Ps technique. The subject of this research is 1 customer of competitor brand Zara, 1 customer of competitor brand Minimal, 1 customer of competitor brand The Executive, 1 potential customer of AHIMSA, 1 customer of online Ready to Wear’s brands, and 1 Fashion Expert. The object of this research is the marketing strategic of a startup company AHIMSA, especially the marketing mix method or 4Ps of Fashion Marketing Basic. The data was collected through in depth interview with open-ended questions towards the six interviewees. The result of this research shows that: 1) The going to be launched product item should be offered in varieties, in accordance with the trends, and offered in an appropriate price, 2) Customers tend to judge the items they are about to buy using perceived value method, 3) The place for a start up brand should be placed online through webstore and offline through consignment, 4) The promotion for a start up apparel brand should be executed through celebrity endorsement and advertising in fashion press, 5) The sales promotion such as discounts and special price should be given for the slow-selling stocks.

Keywords: marketing mix, 4Ps, product, price, place, promotion, apparel brand, start up brand, ready to wear

INTRODUCTION

Creative industry gives big contribution for Indonesian economy. As Daily Newspaper Neraca revealed, creative industry could serve as a supporting pillar for Indonesian economic growth and had a big chance to dominate global market if it was developed properly. Fashion subsector especially, ranked as the second biggest contributor among fifteen creative industry subsectors in national Gross Domestic Product (GDP) with fifteen percent portion from the total GDP. Fashion subsector itself was ranked on sixth from thirteen subsectors within three years in a row from 2010 to 2013. As quoted from www.beritasatu.com, the previous minister of tourism and creative industries stated that fashion industry generated 181 billion Rupiah from the total 642 billion Rupiah of the subtotal. As an addition, the growth of fashion industry in 2013 was 6.4%, higher than national growth which was 5.7% and was able to employed 3.38 million labors in a million local business units.

In establishing a company, there are many success and failure stories which was determined by the right marketing strategic. To develop a company, one should build a strong relation with the